NOVEMBER 11, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

HOOPER STATION LISTENING INDEX

CITY: BALTIMORE, MD. City Zone MONTH: SEPTEMBER, 1946

Total Coincidental Calls—This Period 15,714

SHARE OF AUDIENCE

INDEX	SETS-IN-USE	A	B	C	D	WITH						OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON		12.1	14.6	18.2	32.0	21.9						1.2	2,395
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.		24.0	17.4	5.4	25.6	26.4						1.2	3,675
EVENING SUN. THRU SAT. 6:00 P.M.—10:30 P.M.		25.3	27.9	7.2	17.3	20.8						0.5	7,535
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.		12.1	13.1	12.6	15.9	46.3						0.0	1,449
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.		5.8	30.8	3.4	24.8	34.2						0.0	660
TOTAL* RATED TIME PERIODS		21.1	22.3	8.5	22.3	25.1						0.7	15,714

The Hooper *"STATION LISTENING INDEX"* is computed from the total station mentions secured from the coincidental questions *"To what program were you listening, please?"* and *"Over what station is that program coming?"* asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are *"Not at home,"* those who are *"Not listening"* and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for *"Sets-in-Use"* computation is *"Total Homes Called."*

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

3 out of 3...3 out of 5

Our last couple of W-I-T-H ads have been about Hooper ratings in Baltimore. And here's another victory for our independent over the big boys. In the first ad, W-I-T-H led all 4 network stations in total rated time. That was the July Hooper.

In the 2nd ad, W-I-T-H did it again in total rated time. This was the August Hooper. Now the September Baltimore Hooper is available as this is written.

In total rated time W-I-T-H is again out in front of the network setups. But bigger than that—W-I-T-H led all stations in 3 out of 5 rated time periods!

Tonight we're busting out all over in glee! Even if it never happens again! We've been telling you that W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town. And it's a fact!

W·I·T·H

and the F M Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • **Headley-Reed**, *National Representatives*

WLS programs for people

"Morning Devotions" fills the daily spiritual needs of Midwest Millions

Family worship at home is still a vital institution across the broad, grain-growing prairies—and so WLS service to the people has long included the spiritual side.

Our inspirational programming is carefully planned to help *all* our people, regardless of creed. Dr. John Holland, our own ordained pastor, speaks words of hope and love and faith for all—and his daily mail shows the value of his work, the straightness of his aim.

Morning Devotions everyday—the international Sunday School lesson on Saturday—the Little Brown Church Sunday morning—these are our contributions to a basic Midwest need.

Like Dinner Bell and the news, like School Time and Quizdown and Feature Foods, Morning Devotions is shaped by direct contact, personal and mail, with the folks who live in range of our clear channel signal. It is another service to fill a need—a WLS *program* for *people*.

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

There's a daytime program Philadelphians really go for.

They say so to the tune of 5000 to 6000 letters a week.

They've overflowed the studios and even caused traffic jams in Philadelphia streets.

They have deluged astounded advertisers by streaming into their stores in unforseen torrents.

Yet the program we speak of costs only 29c per minute announcements per 1000 radio families.

Anywhere, these figures tell a story. In the nation's third market they shout a golden opportunity to the radio-wise.

If *you* are interested in selling *more* to *more* Philadelphians at a sweet and low advertising cost, look into this *now*. We will gladly give you full facts about progressive WPEN's Mighty 950 Club.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

MORE THAN cursory consideration being given these days by old-line networks to "clock-time" broadcasts as means of eliminating repeats and at same time overcoming time change headache. Plan of William B. Lewis, Kenyon & Eckhardt vice president [BROADCASTING, Oct. 21], plus Bing Crosby-ABC transcribed innovation have provoked network advisory committee activity. NBC's SPAC committee may have occasion at least to appraise matter at New York meetings this week, while CBS policy level is giving plan something more than lip service.

FIRST of year will see resignation of E. C. Page as engineering vice president of Mutual to re-enter private consulting practice in Washington and New York. Mutual, however, will retain him as engineering consultant. Army radio chief in Mediterranean during war, Col. Page pioneered in consulting field prior to 1941.

FCC-NAB *entente cordiale* which got under way last Monday at first of monthly meetings of Acting Chairman Charles R. Denny Jr. and NAB President Justin Miller was off the record but about records. FCC's proposed revised transcription identification rule was prime topic [CLOSED CIRCUIT, Nov. 4]. Result secret, of course. Just a guess: 5-15 minute transcriptions to be identified before rendition; 30 minutes or longer, to be identified before and after; one minute recorded spots or less, no identifying announcements.

OUT OF ALL that sound and fury surrounding BMB comes word that release in December of area reports by BMB should bring order out of chaos. Whether it does or not, all concerned convinced that a little cooling-off will help, pending NAB district circuit riding which gets under way in January.

FINAL PHASE of clear channel hearings, expected to get under way early next year, in for another delay. Best guess now is late January or early February will see start of technical case when revolutionary plan of Clear Channel Broadcasting Service for 750,000 watts power [BROADCASTING, Oct. 28] will be formally presented.

INDICATIONS that FCC is tightening up on special service authorizations for daytime stations on clear channels reflected last week in wholesale denials of requests of such stations to broadcast election returns. Both Commissioners Jett and Hyde, sitting on motions docket, denied requests largely on ground that rural audiences were entitled to clear channel service for election broadcasts as well as metropolitan audiences.

A EUROPEAN scientist in occupied territory has succeeded in duplicating feat of "shooting the moon" by radar with crude surplus equip-

(*Continued on page 86*)

Upcoming

Nov. 15: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky.

Nov. 18: 1946 Eastern Annual Conference, AAAA, Waldorf-Astoria Hotel, New York.

Other Upcoming page 78.

Bulletins

PORTENTS of nationwide AFRA strike that could paralyze radio seen in action late Friday night of New York AFRA local, authorizing executive board to effect work-stoppage if and when board deems it advisable in wage negotiations. New York local overwhelmingly passed strike resolution, covering transcriptions and live broadcasts, following similar action by Los Angeles local (see page 17). Chicago and San Francisco locals expected to take similar action Friday night but no word from either as BROADCASTING went to press.

RADIO MOST IMPORTANT MEDIUM SAYS TURNBULL

RADIO "was by far and away" most important medium used by New York Republicans in campaign, said Henry Turnbull, Gov. Thomas E. Dewey's radio adviser and 1944 campaign radio director, Republican National Committee. "We believe radio is the most effective way to reach people with a sound political message. Not only that, but we also believe radio should be free," he added.

Republicans spent three times as much on radio in New York campaign than in any previous one, Mr. Turnbull said. Republicans throughout nation used radio heavily, although not on large scale as New York, according to Mr. Turnbull. He explained New York GOP candidates used everything from spot announcements to half-hour programs.

GEORGE M. BURBACH Jr., for last two years in radio department, McCann-Erickson, N. Y., resigned effective Nov. 15.

Business Briefly

GENERAL FOODS SIGNS ● General Foods, N. Y., (Gaines Dog Food) Friday was to sign for *Juvenile Jury*, currently 8:30-9 p.m. Sat. MBS, but under sponsorship to move to Sunday 1:30-2 p.m. Agency, Benton & Bowles, N. Y.

MINERVA PLANS ● Minerva Corp. of America, N. Y., set manufacturers, appointed Herbert Chason Co., N. Y., to handle advertising. Radio will be used in 1947.

RAILROAD RENEWS ● Southern Pacific Co., San Francisco, renewed half-hour weekly *Movie Line* on 13 stations of Don Lee Network for 52 weeks. Agency, Foote, Cone & Belding, San Francisco.

TEXACO IN MARKET ● Texas Co., sponsoring *Eddie Bracken Show*, Sundays on CBS, considering another midweek evening show. Agency, Buchanan & Co., N. Y.

MBS RENEWAL ● Young People's Church of the Air, N. Y., Dec. 1 for 52 weeks renews *Young People's Church of the Air*, MBS, Sun. 9-9:30 a.m. Agency, Erwin, Wasey & Co., N. Y.

WEEU PRICE UP?

UNIQUE PROVISO in agreement for sale of WEEU Reading, approved by FCC Oct. 31 [BROADCASTING, Nov. 4], may raise sales price from $390,000 to about $360,000. Agreement specified $360,000 figure was based on "purchasing value of U. S. currency" when contract signed last May, and provided for adjustment in line with change in cost of living between then and FCC approval, as reported by Bureau of Labor Statistics Cost of Living Index. Now estimated Index when sale consummated last of November will show about 20% increase, raising WEEU price by $60,000. Purchasers are Reading *Eagle* and *Times* publishers, headed by Hawley Quier; sellers George J. Feinberg (75%), N. Y. textile manufacturer, and associates.

RWG, NBC AGREE ON SCALE

ALTHOUGH Radio Writers Guild and NBC officials still negotiating over clauses on general working conditions of NBC newswriters, salary agreement reached last week. New weekly salary, on graduated scale, $75 to $110; former salary scale $75 to $90.

Networks Appeal to State Dept., Stalin

STATE DEPT. intervention with Russia asked and direct plea to Josef Stalin made late Friday by U. S. networks in effort to resume broadcasts from Moscow (earlier story page 18).

CBS asked State Dept. intervention to obtain shortwave facilities which Soviet denied U. S. networks. Edward R. Murrow, CBS vice president, cabled Stalin, advising network would withdraw Moscow correspondent, unless Russia reconsidered earlier ban on pickups.

Robert E. Kintner, ABC vice president, cabled Lt. Gen. Walter Bedell Smith, U. S. Ambassador to Moscow, urging he use "good offices in an effort to permit all American radio networks to resume their broadcasts." Mr. Kintner told Gen. Smith American broadcasts from Russia "contribute to American understanding between our country and Russia." ABC asked information as to "why we are being deprived of the means of broadcasting from Russia."

NBC declined comment, said may have statement later. Mutual has no Moscow correspondent, not affected, said spokesman.

KCMO is up to something!

KCMO

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

For Ten Years

70,000 Minnesota Farmers have received their Official Live-Stock News daily over WDGY

This is PROOF of a Real Farm Audience

The Central Co-operative Livestock Association is one of the largest livestock selling families in the world. It serves more than 70,000 members and patrons in Minnesota alone.

WDGY is the official voice of the Association. Daily broadcasts bring not only livestock market reports, but news, entertainment and other information which farmers are constantly seeking. It means dollars and cents to the farmers to keep tuned to WDGY—and they do.

WDGY's blanket coverage of Minnesota and its programming to the Farm Audience gives it an advantage to farm advertisers, afforded to no other station. You can reach the Minnesota agricultural market cheaply and completely on WDGY—the station that has the sympathetic ear of the West North Central farmer.

MINNESOTA'S FARM INCOME WILL APPROACH A BILLION DOLLARS IN 1946

5000 Watts — 1130 KC

MINNEAPOLIS **WDGY** SAINT PAUL

GORDON GRAY
Vice President & Gen'l Mgr.

MELVIN DRAKE
Vice President & Station Manager

LEWIS H. AVERY INC.
National Representatives

BROADCASTING
TELECASTING

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At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

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Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION
WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Hilliard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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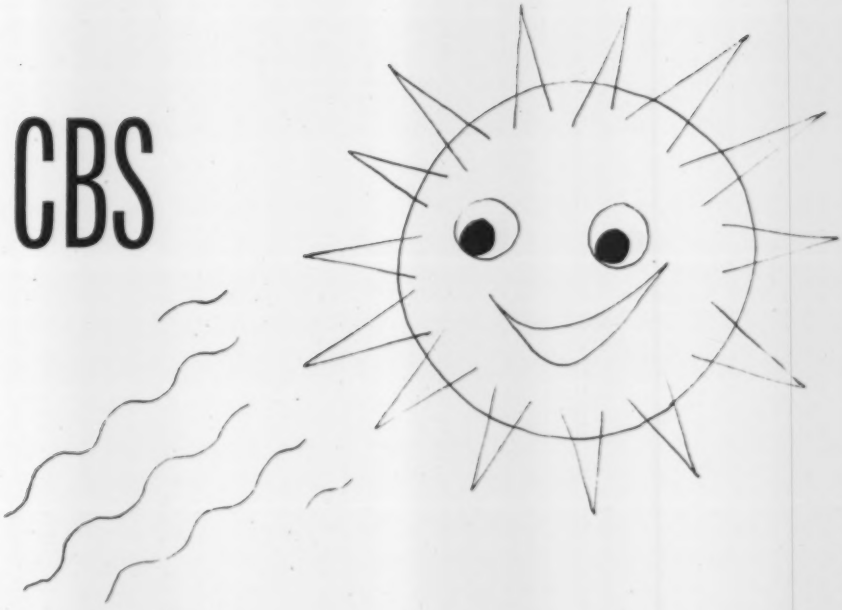
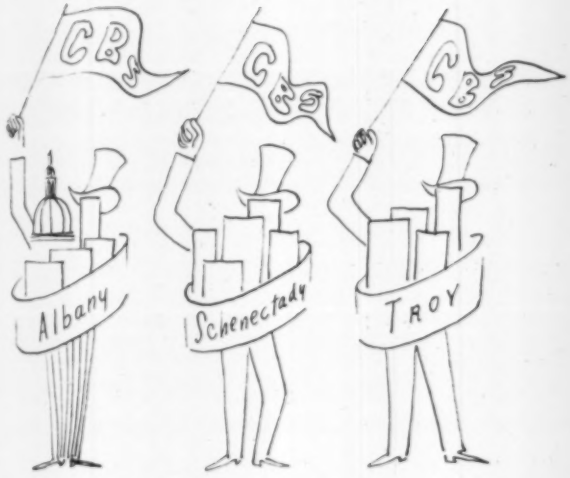
SUBSCRIPTION PRICE $5.00 PER YEAR 15¢ PER COPY

3 cities for CBS





When the sun comes up on the morning of January 1, 1947, it will find the Columbia Broadcasting System bigger by three important cities.

Three cities—and yet just *one* new station. That's typical of WTRY...always doing things in an extra-measure way. For WTRY, you see, joins CBS at the first of the year as a basic affiliate. WTRY will bring vastly improved reception of Columbia Network programs to homes in Albany, Troy and Schenectady (the three cities) and to eight buying-conscious counties where WTRY's coverage is primary.

This all makes a generous package, loaded with 200,000 radio families who earned so close to a billion dollars last year that the difference isn't worth mentioning. Here's a big audience that has always had a warm spot in its heart for WTRY—and an audience we're happy to share with CBS. We'd be happy to share it with you, too.

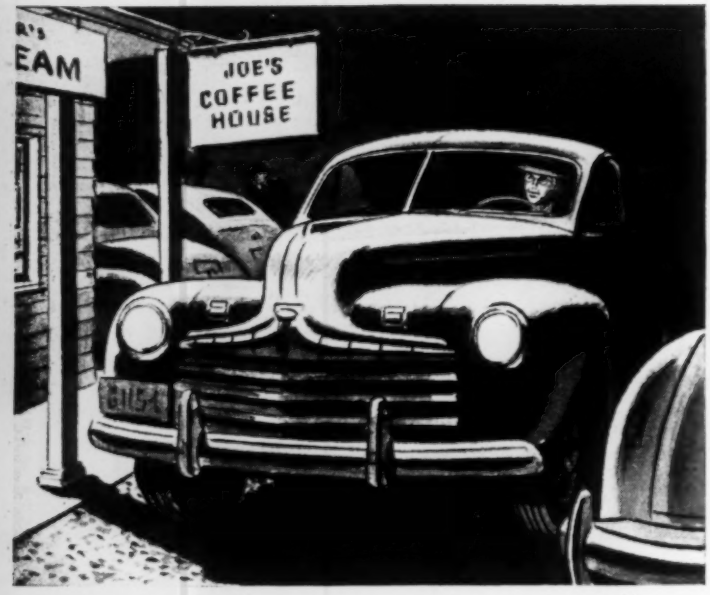
WTRY

Albany-Troy-Schenectady
with studios in Troy and Albany
980 kilocycles—1000 watts

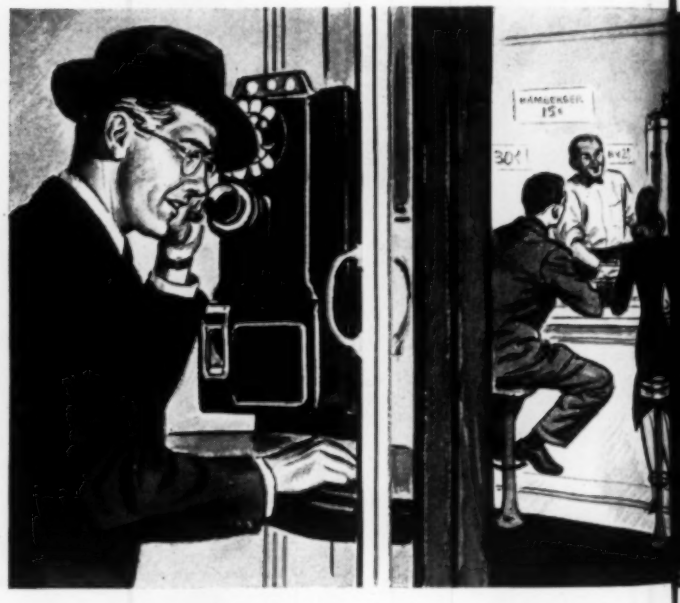
Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven

"How a broadcast from North Carolina brought me to my senses in Pennsylvania"

1. "It happened a little after midnight on the main highway outside Hummelstown, Pennsylvania. Six hours of steady driving on top of a half-month of sleepless nights had left me completely worn out. I caught myself drowsing... nodding over the wheel. To keep from falling asleep...



4. "Maybe the driver who killed my son hadn't been criminally careless—but merely tired like myself tonight. As I drove along, I kept thinking about how that broadcast had winged along back roads and busy highways to brake the pace of speeding cars. At the next diner, I stopped.



5. "I ordered coffee—'black and strong.' But before I drank it I slipped into a telephone booth and put through a long distance call to WBT's Night Mayor: 'I had to tell you about this incident, and to thank you. Your broadcast brought me back to my senses. It may have saved my life—and someone else's too.'"

"I snapped on my dashboard radio: *'This is your Night Mayor with life-and-death message for all motorists listening to the WBT Midnight Dancing Party. If you're speeding, cut it out. Drive slowly... safely... sanely. Remember it's better to arrive late than not at all.'* I noticed: a car had struck down and killed my son two weeks ago.

3. "Perhaps my boy would be alive today, if that reckless driver had heard this broadcast and kept his speed under 45, as I always did. Casually, I glanced at the speedometer. The needle hovered at 80! As I jerked my foot off the gas a new thought flashed to mind...

Every night, the Night Mayor—Kurt Webster—campaigns for safe driving on WBT's "Midnight Dancing Party" (11:30 p.m.-1:00 a.m.). And every day, WBT follows through with fifteen announcements, reminding motorists they hold human life in their hands. The true story here is typical of listener response to WBT's Safety Campaign. Other results: hundreds of other telephone calls, and thousands of letters from 46 states and from every county in the rich WBT-delivered Carolinas.

Here is eloquent evidence that WBT has the power to shape the driving (and buying) habits of its millions of listeners.

WBT

The South's Pioneer Station

SOUTHEASTERN BROADCASTING COMPANY

CHARLOTTE, 50,000 WATTS, CBS

Represented by Radio Sales,

the SPOT Broadcasting Division of CBS

Remember the story about...

THE BEAR

AND THE BEES?

Bees or bears . . . independent or network, you can bet that in Washington D.C., WWDC is putting on the bite. The big bite that means big sales at low cost for advertisers. We'd like to show you some of our sales success stories before you even make up your list. That will be the clincher!

Keep your eye on

WWDC

Coming Soon—WWDC-FM

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

ELEVEN Steubenville, Ohio, clergymen who asked to be appointed as a special vice squad to clean up their town were aroused to action following a newscast editorial by Harry Cochran, local news editor of WSTV.

The fatal night-club shooting of a Marine veteran seemed to call for more than a straight news story to Mr. Cochran who interpreted the event as a culmination of years of disrespect for law in Steubenville. He charged that the community itself, through its officials, had allowed gambling, vice and other lawlessness to flourish, and was, therefore, responsible for the killing.

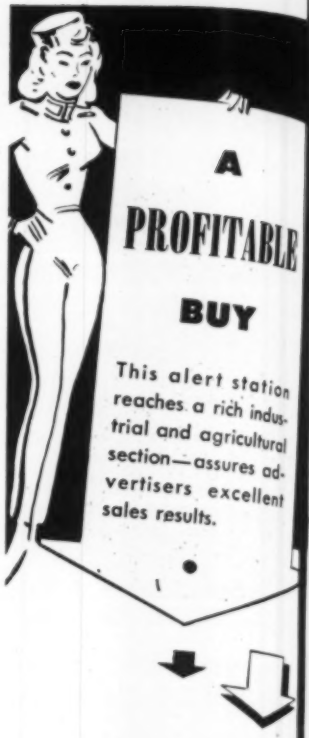
Members of the Steubenville Ministerial Assn. who heard the broadcast decided to do something about it. The following Sunday, the 11 pastors preached on the same topic, "Enemies Within Our Gates." They accused public officials of "either cowardice or corruption," demanded adequate law enforcement, and named names of alleged law violators.

The ministers next drafted a letter to the City Council requesting that they be appointed with 20 World War II veterans as special policemen "to go out and bring the gamblers and cheaters in." WSTV carried the first broadcast of the letter which made national news.

The City Council held a special meeting last Thursday, Nov. 7, for the ministers to present their case in person. WSTV received a letter from the Ministerial Assn., praising the station and Mr. Cochran. John Laux is general manager of the station.

Early Bird

FIRST advertisements in the New York newspaper *PM*, which last week discharged its former adless policy, were inserted by WCBS New York, the CBS key station, according to Jules Dundes, WCBS promotion manager, who placed ads before newspaper even had time to establish rates.


A
PROFITABLE
BUY
This alert station reaches a rich industrial and agricultural section—assures advertisers excellent sales results.

Sellers of Sales

THE STORY of the radio career of Robert Reuschle, chief timebuyer for Sullivan, Stauffer, Colwell & Bayes, New York, might well be titled "Over The Wave Lengths" or "He Went to Sea to See The Light." All of which is a dubious play on words to point out that Mr. Reuschle spilled over into radio from his post in 1933 as crew member on the schooner *Seth Parker*, then embarked under Capt. Phil Lord (head of Lord Productions Inc.) on its *Cruise of the Seth Parker* series sponsored by Frigidaire. When the world cruise was disbanded after ship weathered a hurricane in the South Pacific and company funds were exhausted, Mr. Reuschle returned to New York to join the Phil Lord office.

He helped create such Lord productions as *G-Men* sponsored by Chevrolet, *Three Minute Thrills* sponsored by Philip Morris, *Gangbusters* sponsored by Colgate-Palmolive-Peet and *We The People* sponsored by Calumet Baking Powder.

In 1938 when Young & Rubicam took over the production of *We The People*, Mr. Reuschle joined the agency to head the research department for the show. About a year later he assumed the same duties on the *Hobby Lobby* show for the agency.

It was in 1940 that he shifted to the agency's radio station relations and time buying department. From that date until 1943 when he joined the U. S. Merchant Marine Service as a lieutenant (navigator), he handled spot and local programs for the following accounts: Rath Packing Co., Dunlop Milling Co., Sanka Coffee, Gulfstray, Johnson & Johnson, The Borden Co. and others.

ROBERT

Mr. Reuschle was released from the Merchant Marine in September 1945 and returned to his timebuying duties at Young & Rubicam. And on Oct. 1, 1946, he was named chief timebuyer of Sullivan, Stauffer, Colwell & Bayles. He will buy time for such accounts as Arrid, Carter Products Inc., Noxzema, Smith Bros., etc.

As for vital statistics, Robert Reuschle was born on Sept. 29, 1915, on Long Island, N. Y. He is married to the former Bernice Simms. The Reuschle's have two sons, Robert, 5, and Jeffrey 2½. They live in their own home at Mamaroneck, Westchester, N. Y.

Horseback riding and boating are his favorite sports. He spends weekends on a cutter owned by a friend.

STATION WMCA NEW YORK

TAKES PLEASURE IN ANNOUNCING

THE APPOINTMENT OF

FREE & PETERS, INC.

AS ITS EXCLUSIVE REPRESENTATIVE

NATIONALLY

★

Commencing November 1st, 1946

• You'll be hearing and seeing a lot of WMCA in the months to come. With the addition of Free & Peters to our own sales staff in New York City, WMCA now gives you a crack team of representatives—a team working constantly to provide maximum service and information to our advertisers and their advertising agencies.

• WMCA account executives and Free & Peters representatives will keep you posted about the latest availabilities on the station . . . help you produce for your clients the distinctive live and recorded musical programs famous at WMCA . . . guide you in reaching the largest audience for your product at the lowest cost through spot campaigns.

• The Free & Peters offices in Chicago, Atlanta, Detroit, San Francisco and Hollywood—plus its New York organization and the WMCA staff—join in the station's greatest effort to establish *direct, informative* contact with its clients from coast-to-coast, bringing you up-to-the-minute data on WMCA—data on programs that *sell!*

wmca

FIRST ON NEW YORK'S DIAL

AMERICA'S LEADING INDEPENDENT STATION

A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Well, yes — maybe our artist *has* gone a bit too far, above, in depicting another way that extra effort gets extra results. After all, Mr. Plummer, that sort of pipe-line thing really ain't cricket in golf, y'know!

Still and all, it *is* true that a little extra head-work, now and then, is a mighty fine thing. Take for instance that new media study F&P got out a while ago — "Radio—25 years". Showing as it does that an advertiser can reach more people at less cost with spot broadcasting than with newspapers, magazines or network radio, this impressive (and original) study has actually *created* a lot of "spot" business. Would you like a copy?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 3463 Penobscot Bldg. Cadillac 4255 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 19 WASHINGTON, D. C., NOVEMBER 11, 1946 $5.00 A YEAR—15c A COPY

FCC Is Expected to Furl Sails for Blow

Porter Will Likely Be President Of BMI

By SOL TAISHOFF

REPUBLICAN control of Congress overwhelmingly ordained last week in the off-year elections, presages profound changes in the radio regulatory scene and in the complexion of the FCC itself.

The GOP Congress, of course, does not take over until Jan. 3, and nothing drastic is expected until the reorganization is completed. But immediate manifestations of the change can be expected in the demeanor of the FCC itself, which is expected to proceed with unusual caution, and in filling of the existing Commission vacancy by President Truman.

Porter's Plans

It looks now as though OPA Administrator Paul A. Porter will not return to the Commission chairmanship, ostensibly held open for him since he took over the OPA task last February. Mr. Porter is expected to return to private life. A likely prospect is the presidency of Broadcast Music Inc., radio-owned music subsidiary established in 1939 to compete with ASCAP. NAB President Justin Miller will discuss that with him this week.

Here are a few of the radio-connected outcroppings of the Republican landslide, which sweeps the New Deal out of legislative power after 14 unbroken years:

Resolutions to investigate the FCC will be reintroduced by Senator Tobey (R-N. H.) and Rep. Wigglesworth (R-Mass.) looking into purported censorship via the Blue Book route, and alleged manhandling of FM allocations.

Sen. Wallace H. White Jr. of Maine, minority leader last session, is expected to assume the chairmanship of the new Interstate and Foreign Commerce Committee and, by dint of his co-authorship of the present radio law and his espousal of a modernized statute, will get behind new legislation spelling out the limits of FCC power.

Talk of a "ripper bill" to abolish the present FCC, end the tenures of the present commissioners, and create a new licensing authority.

Hard sledding for the FCC on appropriations, with Rep. John Taber, of New York, an acid critic of the FCC, assuming chairmanship of the Appropriations Committee, and with Mr. Wigglesworth inheriting chairmanship of the Independent Offices Subcommittee, which passes on FCC funds.

Little Progress in Law

The FCC, oratorically, has been a favorite whipping boy of the Republican minority in Congress. Legislatively, however, practically nothing has been accomplished in 14 years of New Deal Congressional control, and the Radio Law retains, without substantive change, the provisions of the original Radio Act of 1927. That law incidentally, was the handiwork largely of Senator White, then chairman of the House Merchant Marine, Radio and Fisheries Committee, and of former Sen. C. C. Dill of Washington.

Because of President Roosevelt's dislike of the press and his fondness for radio as an alternate means of reaching the people, the New Deal was disposed to clutch radio to its breast almost to the point of suffocation. FDR kept in intimate touch with its regulation by the FCC and frustrated repeated Congressional efforts to investigate that agency. The last episode was the House Select (Cox) Committee investigation, which wound up a complete bust. The Administration hampered it largely through use of wartime emergency powers.

The new GOP majority in Congress isn't happy about the FCC. Mr. Porter was a Congressional favorite, on both sides of the chambers, during his 18-month tenure, interrupted by his "trouble-shooting" OPA appointment. But that vexatious OPA assignment brought strafing fire from minority members. He might have a rough time getting confirmed by the upcoming Republican Senate, even if reappointed.

WITH the FCC beholden to a new master in the Republican Congress elected last week, some far-reaching changes may be anticipated in the radio regulation picture. The accompanying article examines just what probabilities are in store in view of personalities and issues involved, and on the basis of past experience.

Acting Chairman Charles R. Denny Jr. has kept out of the Congressional line of fire, except for sporadic letter-writing clashes, such as those with the two Democratic Senators from Tennessee, reported elsewhere in this issue. It is to be presumed that President Truman will name him to the chairmanship once Mr. Porter formally is eliminated from consid-

(Continued on page 14)

Blue Book Issues Revealed by FCC

Four Points Specified In WTOL, KONO, KMAC Cases

By RUFUS CARTER

FCC last week specified, for the first time, the issues on which it is willing to test its Blue Book in court if need be.

Eight months and a day after its March 7 report on a licensee's public service responsibilities, the Commission last Friday released the issues on which it proposes to hear and judge the renewal applications of three of the seven stations awaiting hearings on program considerations.

Virtually identical, they include:

1. Comparison of program promises with performance.

2. "Full information" on program service including commercial vs. sustaining time; average and maximum number of spot announcements in a typical day, and the average during any 15-minute period; time devoted to discussions of controversial issues; time devoted to local live talent programs; "nature and character" of programs substituted for network sustaining shows; percentages devoted to (a) sustaining, (b) commercial, and (c) live talent programs between 6 and 11 p.m.

3. "Full information" regarding the applicant's investment in the station, net broadcast revenues, and program expenditures.

4. Station policy regarding matters covered in No. 2.

The three stations on which issues were released were from the six which the Commission designated on Sept. 19 [BROADCASTING, Sept. 23]. They are WTOL Toledo, and KMAC and KONO, both in San Antonio. All are 250-w outlets.

Yet to come are issues on the three other applications designated at the same time: WIBG Philadelphia. KBIX Muskogee, Okla., and KGFJ Los Angeles.

Still unannounced also are the issues for the hearing of WBAL Baltimore, whose designation last February, preceding the Blue Book, was the first of the seven.

WBAL, a 50-kw clear channel outlet which was cited in the Blue Book for the extent of its commercial programming, also faces the prospect of a battle with Drew Pearson and Robert S. Allen, noted newsmen, who have an application pending for WBAL's operating assignment [BROADCASTING, Sept. 23]. The station contends, however, that when the issues are announced it will be able to "meet" them to the satisfaction of the Commission [BROADCASTING, Sept. 30].

The renewal hearing is now set for Dec. 1, but since the issues have not appeared observers think a postponement is likely in view of FCC's policy of giving 30 days' advance notice.

Whether the issues on the four remaining cases will be as nearly identical as those on the first

(Continued on page 75)

Commission Turns Its Back on Pressure—Southern Senators Chagrined: Page 77

Election–FCC

(Continued from page 13)

eration. That should come almost any time. The chairmanship is not subject to Senatorial confirmation.

When Mr. Truman will fill the FCC vacancy is anybody's guess. There's very little conversation about it, what with the Administration still staggering under the impact of the GOP tidal wave. There is growing support for the appointment of a practical broadcaster. The name of John Morgan Davis, Philadelphia attorney and owner of WALL Middletown, N. Y., again has been heard. He is a former general counsel for labor relations of the NAB, and formerly was identified with Philadelphia station operations.

Vacancy Democrat

The vacancy is Democratic. It is for the unexpired term not only of Mr. Porter but of former Chairman James Lawrence Fly, which expires on June 30, 1949. Some issue might be raised by Republican Senators about the propriety of a Democratic appointment, because of the makeup of the present commission. The law specifies that not more than four of the seven members shall be of the same political faith.

Chairman Denny is a Democrat. Other Democrats are Paul A. Walker, vice chairman, and Clifford J. Durr. Ray C. Wakefield, whose term expires next June 30, was name as a Republican, but has voted largely with the Democratic majority. His Republicanism has been questioned in party circles. It isn't known whether he will be a candidate for reappointment.

Comr. E. K. Jett, former chief engineer, was named as an Independent by President Roosevelt. He had never registered or voted prior to his appointment. The Senate Committee raised some question about his political faith. But Commissioner Jett now is more highly regarded by holdover legislators of both parties than any other FCC member. Senator White, particularly, is his champion.

Hyde a Republican

Comr. Rosel Hyde, junior member of the FCC and a staff member since 1928, was named as an Idaho Republican. His party status also has been questioned privately by Republicans, since his primary endorsements for the appointment were from Democrats.

Because of these known factors, it appears evident that if a Democrat is appointed to fill the existing vacancy, the Senate Committee will be disposed to inquire closely into his qualifications and perhaps again raise the question of party balance.

Commissioner Durr, arch liberal Wallace-school New Dealer, is certain to figure in any Republican onslaught involving the FCC. His term runs until June 30, 1948.

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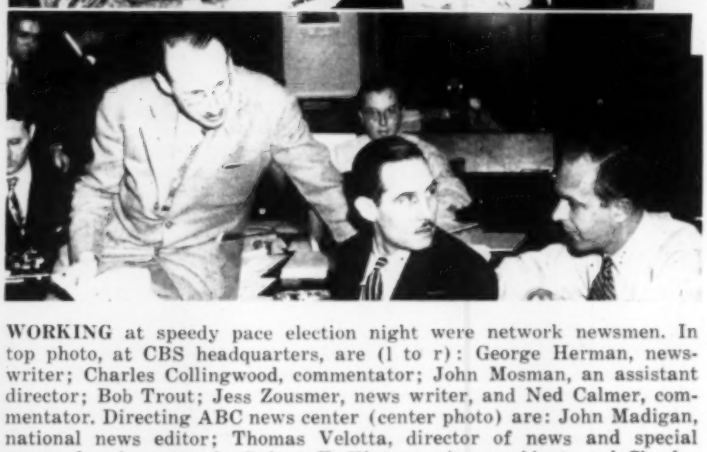
"ON THE BASIS OF LATE RETURNS . . ."



WORKING at speedy pace election night were network newsmen. In top photo, at CBS headquarters, are (l to r): George Herman, newswriter; Charles Collingwood, commentator; John Mosman, an assistant director; Bob Trout; Jess Zousmer, news writer, and Ned Calmer, commentator. Directing ABC news center (center photo) are: John Madigan, national news editor; Thomas Velotta, director of news and special events for the network; Robert E. Kintner, vice president, and Charles C. Barry, national program director. Three top MBS reporters (lower photo) together for first time since the war are: Arthur Gaeth, Don Bell and Leslie Nichols.

IN THE NBC NEWSROOM, election-night huddlers included (l to r): William F. Brooks, network vice president in charge of news and international relations; Francis C. McCall, manager of operations of the news and special events department; Burroughs H. (Buck) Prince, news editor; Adolph J. Schneider, assistant manager of operations; Morgan Beatty, NBC Washington commentator.

Election Balloting Given by Television

WCBS-TV Blends Horse Show And Results of Election

USING a simple two-bay studio set-up, one for national, the other for local returns, WCBS-TV New York gave the city's televiewers a clear and effective picture of the progress of the Nov. 5 ballot-counting through the evening hours. Pictures of the opposing candidates for each major office were mounted on the walls of the bays with a paper pad immediately beneath each photo for registering the latest ballot count.

A map of the nation on which the States were labeled "R" or "D" as the voting indicated, and a table showing the gains or losses of each party, gave the home audience an easily grasped view of the national status at any time. In the local bay the map and table showed how the tide was going in the metropolitan area and in neighboring states.

Left in Mid-Air

Staff newscasters Jim McMullin and Tom O'Connor handled the national and local commentaries, respectively, with Gil Fates, of the station's program staff, serving as overall m.c. Entire WCBS-TV staff was drafted for service in manning phones, news tickers and typewriters, or in maintaining liaison with the CBS radio coverage of the election.

The election telecasts were of relatively short duration and were cut into the station's continuing program from Madison Square Garden where its mobile unit was picking up the first postwar National Horse Show. The two programs of completely contrasting nature added up to a good evening's video viewing, except for the fact that the switches from horse show to election usually occurred just as the horse was taking off for a jump, fading it out in mid-air with a somewhat disconcerting effect on the viewer.

Entire set-up was supervised by Bob Bendick, WCBS-TV director of news and special events. Fred Rickey directed the studio election coverage. Bob Edge, sports director, and Jack Creamer, sportscaster, announced the horse show program, which was produced by Herbert Bayard Swope Jr.

WNBT, NBC's New York video station, did not cover the election. WABD, Du Mont station, confined its coverage to the INS newstape super-imposed over the station's test pattern, which was kept on the air through the evening past WABD's regular sign-off time.

C-P-P Renews Two

COLGATE - PALMOLIVE - PEET Co., Jersey City, N. J., has renewed for 52 weeks *Can You Top This* on NBC, Sat. 9:30-10 p.m. and the *Judy Canova Show* on NBC, Sat. 10-10:30 p.m. Agency is Ted Bates Inc., New York.

Hell Is Located on a Washington Hill

At Least That's the Way It Looks Now For FCC

By BILL BAILEY

THAT LONG-promised "sweeping investigation" of the FCC will begin early in the next session of Congress, which convenes Jan. 3.

That was the word late last week, after the Republican landslide, from such stalwarts as Senator Charles W. Tobey (R-N. H.), Rep. Joseph W. Martin Jr. (R-Mass.), who becomes the new Speaker, and Rep. Richard B. Wigglesworth (R-Mass.), who will head the House Appropriations Subcommittee on Independent Offices.

That the GOP—starved of power for 14 years—will pitch in next January with a vengeance to probe into the inner-most depths of the New Deal Administration and its various agencies was confirmed by Rep. Clarence J. Brown (R-Ohio), campaign director of the Republican National Committee and head of its Executive Committee. Said Mr. Brown, who stands a good chance of becoming Majority Leader:

Prayer and Probe

"We will open every session of the House with a prayer and close it with a probe. We believe in the old Gospel hymn, 'Let the Sunlight In.' The American people have a right to know how their money has been spent and how their Government has been conducted. These things have not yet been completely disposed."

While virtually every Government agency from the Office of War Mobilization & Reconversion, and OPA on down to the lowliest will be scrutinized by the victorious Republicans, the FCC will be given one of the most thoroughgoing investigations ever attempted, according to Republican leaders.

There was talk last week of a "zipper bill" abolishing the FCC shortly after the first of the year and setting up a three or five-man temporary commission, pending outcome of the investigation. Specifically the Republican Congress wants to know:

1. By what authority the FCC assigns to tell a station how much time it may or may not sell.

2. From what source does the Commission acquire authority to determine what programs a station should or should not broadcast, aside from prohibitions spelled out in the Communications Act?

3. Who authorized the Commission to require stations for sale to be advertised and placed on the auction block?

4. Why was FM shifted from the 40 mc band to 88-108 mc in face of almost unanimous opposition from industry's foremost engineers and propagation experts?

5. Why did the FCC make a "free and competitive radio" virtually impossible by restricting the FM band, rather than allocating more space to this service?

6. Why did the Commission hold up applications—some for several years—then suddenly the week before election turn out a record number of grants?

7. Why did the FCC deny a construction permit to an applicant who had the endorsement of his two Senators, one of whom was instrumental in reducing a Commission appropriation, but grant a station to the son of another Senator who fought successfully to have a budget cut restored? And why did the Commission grant construction permits for three stations to a group in which the son of a Senator held an alleged undisclosed interest, not long after ordering revocation of the license of a 15-year-old station because of hidden minority ownership?

8. Background of all Commission personnel, particularly those in the Law Dept. who have written certain opinions and orders.

Tobey Resolution

Sen. Tobey told BROADCASTING by long-distance from his home in New Hampshire that he would reintroduce his resolution (S-307) to investigate the FCC. The resolution was presented last July but died in Interstate Commerce Committee for lack of action [BROADCASTING, July 29].

"I introduced that resolution in all sincerity and I intend to reintroduce it as soon as the new Congress opens," said Sen. Tobey. His resolution called for an investigation by the Interstate Commerce Committee of (1) "the exercise of control by the FCC over radio broadcasting programs," (2) the effect upon public interest of such control; (3) the manner in which the FCC has administered allocation of frequencies to stations, both AM and FM; (4) the effect on the rural population of shifting FM from the 50 mc to the 100 mc band; (5) the overall effect of shifting FM; (6) the administration generally by the FCC of provisions of the Communications Act "which relate in any manner to radio communication."

Although Rep. Martin said he was "not ready to say" just what would take place, he expressed the view that "the FCC certainly must be investigated."

"My statement of Oct. 28 still stands," said Mr. Martin, referring to his demand for a Congressional investigation of the FCC,

(*Continued on page 72*)

WITH now-dominant Republicans determined to turn the floodlight of investigation into every dark nook and cranny of a Democratic administration unchallenged for 14 years, the FCC stands high on the list of Government agencies to be probed. Who will do the investigating and what questions they will ask are discussed here.

FCC Nears End of Call Letter List

New, Revised System May Be Necessary To Fill Need

FCC is nearing the bottom of its barrel of unassigned call letters, and is on a search for new ones.

While it is not thought likely that the Commission will choose to tamper with the present system of broadcast station calls, authorities feel that new or revised systems may be necessary in at least some of the dozen of other services licensed by FCC.

Informed quarters hope that FCC may recapture, for its own use, thousands of four-letter calls now allotted for use by other Government agencies.

18-Month Supply

At present FCC has approximately 1,800 four-letter "W" and 5,000 four-letter "K" calls left for assignment in the various services it licenses. It has been estimated that at the present rate these would be virtually dissipated within 18 months, Broadcasting's demand for them is comparatively small as against aviation ground stations, police, railroad, utilities, etc.

In line with the search for additional assignable combinations, Lynne C. Smeby, Washington consulting radio engineer and president of Ohio-Michigan Broadcasting Corp. which is applying for a new AM station at Toledo, last week appealed to the Signal Corps to release some of its unused calls for the use of broadcast stations beginning at once.

In his letter, a copy of which was sent to the FCC, Mr. Smeby emphasized the "public relations" value of the Army's releasing call letters, starting now, "for special use by broadcast stations who apply for them."

FCC authorities point out that the Army wishes to shift its Signal Corps stations to "A" calls, part of which FCC is now using for assignment to ships.

But the shift would vacate a large number of other combinations now in use by the Army. Officials feel that if these and other "W" and "K" calls could be reclaimed by FCC from other Government branches, at least part of the present shortage could be dispelled.

The Commission has reached no decision on what solution to recommend, but it is thought likely that some proposal will crystallize within a few weeks.

For some time FCC has been encouraging licensees to conserve the present supply of calls as much as possible.

In the broadcast field, it has suggested that AM stations acquiring FM or television affiliates designate these affiliates by appending "FM" or "TV" to the AM call instead of using entirely different letters.

For stations in other services, FCC already has started, in some instances, to depart from the past policy of assigning separate calls for every station within a group, and, instead, has assigned a single "blanket" call to a group.

As an indication of the shortage

(*Continued on page 69*)

Drawn for BROADCASTING by Sid Hix

"I suppose you want the Blue *Plate special, Mr. Denny?"*

Mr. McCormick | Mr. Ernst | Mr. Chandler | Mr. Cooper | Mr. Pulitzer | Mr. Berkson

Freedom for All Media, Say Newsmen

Commission Trend Is Discussed by Leaders

By ROBERT K. RICHARDS

DOES THE TREND in present day radio regulation place in jeopardy America's most precious charter—freedom of speech?

Those who issued the FCC's Blue Book on programming—six members of the FCC, voting unanimously—believe the cry of "freedom of speech" in relation to that document is a "red herring."

Acting Chairman Charles R. Denny Jr., speaking at the NAB annual convention in Chicago, two weeks ago said: "I say that as applied to the Blue Book the cry of 'free speech' is a red herring."

Earlier he had said, "The remarks I . . . make have the approval of all of the members of the Commission."

Who dissented from this view?

Justin Miller, NAB president, who said: "I say it is not a red herring. I say it is a whale of a big problem."

Byron Price—vice president, Motion Picture Assn. of America, wartime Director of Censorship and former executive editor of AP—who said: "The power to license is the power to censor." He added, "So long as radio stations must go back to Washington at short intervals for renewal of licenses, just so long will freedom of speech on the radio stand more or less in jeopardy."

John S. Knight, publisher of the *Chicago Daily News*, and other newspapers, observed that he was prepared to stand with the NAB and others in a firm policy for "freedom of expression for all media."

Summary of Opinion

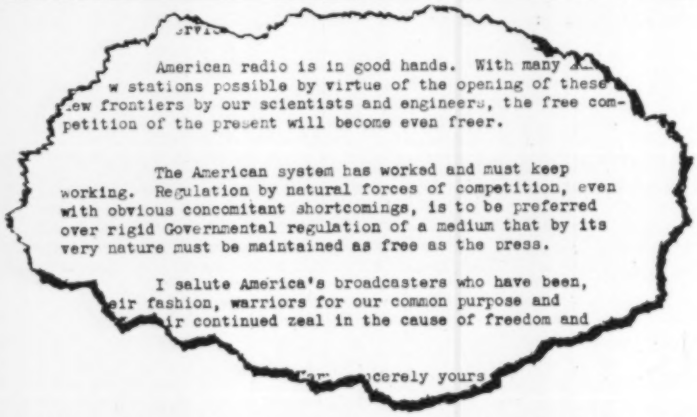
BROADCASTING last week attempted to sound out opinion on the subject among others who have distinguished themselves as guardians of freedom of speech. Respondents were asked:

"Because of your interest in news freedom we would appreciate a brief statement of your views on this fundamental issue."

Here are the replies:

W. G. Chandler, president, American Newspaper Publishers Assn. and a Scripps-Howard executive: "To destroy our liberty, a tyrant must first destroy our freedom of speech in gatherings, in the press and on the radio."

Robert R. McCormick, publisher, *The Chicago Tribune:* "At one time, all land was public land. To become useful it had to pass into private ownership with secure title. Wave lengths should become the property of those who operate them and the public authorities should have no more right to interfere with them than they have in other forms of property where nuisances may be abated. Until that happens, they will be dominated by the Administration in power."


American radio is in good hands. With many
w stations possible by virtue of the opening of these
ew frontiers by our scientists and engineers, the free com-
petition of the present will become even freer.
The American system has worked and must keep
working. Regulation by natural forces of competition, even
with obvious concomitant shortcomings, is to be preferred
over rigid Governmental regulation of a medium that by its
very nature must be maintained as free as the press.
I salute America's broadcasters who have been,
eir fashion, warriors for our common purpose and
ir continued zeal in the cause of freedom and
cerely yours

THIS IS what President Truman has to say about freedom of radio. The excerpt is from a letter directed to BROADCASTING *and published July 9, 1945*

Earlier [BROADCASTING, May 6, 1946], *The Chicago Tribune* had said editorially: "The Commission doesn't promulgate these (Blue Book stipulations) as regulations. It merely sets them up as standards by which it may choose to extend or withhold a license. As such, they are not subject to legal review. Not until a station has been denied its license could the matter be brought before a court. This is censorship by blackmail."

Commissioner Clifford J. Durr of the FCC, whose enthusiasm for the Blue Book was principally responsible for its issuance, had said in a debate with Sydney Kaye, vice president and general counsel, BMI, in May of this year: "When the FCC steps beyond its bounds, the courts are there to act. I believe it would be fine if some broadcaster would put the issue to test." He failed to explain whether or not a broadcaster could put the issue to test without first having his license revoked.

Kent Cooper, executive director, AP, warned against tendencies toward "Government control of the radio, the press and the motion pictures" in the fall of 1945. [BROADCASTING, Oct. 22, 1945]. In response to the BROADCASTING question last week, he said: "Two hundred years ago in New York City there was established by a verdict in the Zenger case the right to speak and print the truth without Government censorship or control. Out of that action came the Bill of Rights. We have just gone through the most destructive period in the world's history because a few ambitious people with a lust for power denied freedom to the people to speak and write the truth. If that right had not been denied there would have been no war. Yet today, because some of us have been vocal in trying to get the principle of freedom of expression extended to the whole world, there are alarming manifestations that evidence moves not only to frustrate the proposals but to foreclose against their adoption in many countries.

"It is never wise to take anything for granted and the people should always be on their guard to retain their rights—even here for it is possible that there could be an adverse trend even in this country.

"I am convinced that the only way to prevent another major catastrophe is to allow unrestricted access to the facts and to permit those seeking the truth freely and without restraint to express themselves. No matter what the medium may be, whether it is the press, the radio, the movies, the platform, literature, etc., there are many more right-thinking people in the world than otherwise and given the right freely to express their views we will have a better world in which to live."

Pulitzer's Ideas

Joseph Pulitzer, publisher, St. *Louis Post-Dispatch* "I yield to no one in my opposition to peace-time censorship of press or radio. I believe, however, that the radio industry must clean house or sooner or later the Government is likely to do the cleaning. This means less advertising. No offensive advertising and no interruption of news broadcasts by plug-uglies or middle commercials. Are advertisers making a smart investment when they offend even a minority of their listeners? I doubt it."

Mr. Pulitzer's *Post-Dispatch* licensee of KSD St. Louis, long has been campaigning in its editorial columns against "radio's advertising excesses."

Morris L. Ernst, a New York lawyer who has been in the forefront of American Civil Liberties Union activity, was asked for his comment. The ACLU's radio committee announced in the summer of this year that the Union approved the Blue Book and saw no peril to basic freedoms in it. Mr. Ernst, stating that he could not comment on the sentiments expressed by Messrs. Knight and Price, since he had not heard them, observed: "The press, the movies and the radio are in great peril. The peace of the world depends on the freedom of human thoughts as soon as we get to the minds of the

(*Continued on page 74*)

FCC Ignores Pressure; McKellar Boils

Sen. Stewart Joins In Castigating Commission

Hon. Charles R. Denny
Acting Chairman
Federal Communications Commission

Dear Mr. Chairman:

I have a copy of 96808 concerning application of the various corporations at Nashville, Tennessee.

I suppose it will do no good to protest this matter now but I would like for you and the other members of your Commission to know that this is about the most contemptible (sic) deal I have ever had perpetrated on me since

Sen. STEWART

I have been in Washington. It was nothing more than an effort to embarrass my good friend and colleague, Senator McKellar, since the award you made was to a man who had assisted in the fight to defeat Senator McKellar in his campaign for renomination to the United States Senate. I suppose it will be your policy in the future to always penalize our friends.

Reasons for Award

I have read the reasons you have assigned for making the award and I think they are about the most absurd excuses I have ever heard. You certainly could not have called them reasonable. In my judgment they lack anything that approaches reason.

The applicants in which Senator McKellar and I were particularly interested both had sons overseas but you seem to take a delight in discriminating against overseas men.

Yours very truly,

/s/ TOM STEWART

August 12, 1946

IS POLITICAL pressure exerted upon the FCC?

The letters in the adjacent columns tell their own sordid story. Senator McKellar of Tennesee is president pro tempore of the Senate. Senator Stewart is the junior Senator from Tennessee. Both are Democrats.

This journal often has criticized the FCC for its arrogation of power beyond that intended by Congress. We have attacked individual commissioners for playing partisan politics, or for flouting the law. Members of Congress often have criticized the FCC for the same thing.

How can members of Congress criticize the FCC for playing political favorites when such brazen, unembellished thrusts as those published here, are made to force action for favored constituents or political cronies?

We have not gone into the merits of these applications. They were disputed docket cases. The FCC, it must be presumed, decided them on the record. Otherwise, it would not have courted the wrath of such stalwart patronage-dispensers as the august Senators from Tennessee.

In replies to the Senators a few days after their letters were received, Acting Chairman Charles R. Denny Jr. said he regretted their feeling that proper consideration was not given their recommendations, but that the Commission studied the applications thoroughly and, on their merits, reached a decision which it thought would best serve the public.

It will be recalled that at the last session of Congress, the Senate Appropriations Committee held up an FCC appropriation approved by the House largely at the instigation of the Tennessee Senators. That was because the Commission, under the chairmanship of Paul Porter, refused to yield to pressures on pending applications.

Now, because Acting Chairman Denny has held fast against similar pressures, it can be expected that the FCC will have rough sledding again.

Only by withstanding such pressures from politicians can the FCC retain its self-respect and the respect of the public. Chairman Denny deserves commendation for his stand against political log-rolling, coming as it did from within his own party. Contempt should be the lot of those who contrive to manipulate and browbeat those holding quasi-judicial status in Government.

Grant for Political Enemy Draws Hot Letter

Hon. Charles R. Denny
Federal Communications Commission

Dear Mr. Denny:

I have just received your notice that you had granted the application of the Capital Broadcasting Company, owned by A. G. Beaman and T. B. Baker, Jr., at Nashville, Tennessee.

I want to protest against this.

Senator Stewart recommended to you that you grant a station to the Tennessee Broadcasters owned by Mr. E. E. Murrey, Frank Hobbs and others, and to the Tennessee Radio Corporation owned by Mr.

Sen. McKELLAR

W. D. Hudson and his three sons. Mr. Hudson was in World War I and also in World War II.

We recall that in talking to your predecessor about it he said he did not see how he could turn down a family of four soldiers with the splendid records they had, but you have turned them down. I think you have made a great mistake. Is it too late to mend?

Where the other station that you granted to Mr. A. G. Beaman and T. B. Baker, Jr., will finally go I do not know. It seems to me that you could not have made a worse choice.

There was another application before you—that of Mr. J. W. Birdwell whom we recommended. It seems that your office takes pleasure in turning down our recommendations. Senator Stewart and I were together in all of these recommendations. Of course you know all about Tennessee and We know nothing. Very frankly, Mr. Denny, I resent very much your action in the matter.

Very sincerely yours,

/s/ Kenneth McKellar

August 8, 1946

Recording Firms Offer AFRA 17½% Increase on Disc Shows

TRANSCRIPTION companies met last Monday with AFRA executives and offered the union a 17½% salary rise for recorded programs. This latest offer is an increase in the companies' original offer during negotiation meetings held a week earlier at which time a 10% overall increase was proposed in answer to AFRA's suggestion of 35% overall wage increase.

With the new offer of 17½% the transcription companies pointed out that the fees for transcribed programs have increased 61½% since the AFRA-transcription code was originally written in 1941. In the same five-year period the rate for spots has increased up to 252½%, the companies also contended.

In addition to the increased proposal the transcription representatives offered the union a "Crosby Clause" which would protect the salary scale of actors working on current live shows which might be changing to transcription shows (similar to the Bing Crosby type of program). In other words this type of show would continue to pay AFRA members the live scale even though the show would be transcribed. Currently there is a 10% difference between the live and transcribed show.

The transcription companies' proposals were to be reported to the AFRA membership on Nov. 8 in New York, Chicago and San Francisco. Los Angeles AFRA Thursday voted to support the national organization in a strike against the networks. Memberships were to decide on the transcription wage scale as well as a possible strike vote on live shows because of the "Unfair Stations Clause" [BROADCASTING, Nov. 4]. AFRA has demanded that the networks withhold service from stations which refused to negotiate with the union. Terming it the "Unfair Station Clause" the networks have refused to include the clause and negotiations have been temporarily halted.

Russia Cuts Off U. S. Network Pick-ups

Joint Note to Stalin Discussed; State Dept. Silent

MAJOR NETWORKS late last week were considering a direct protest to Premier Josef Stalin after it became known that the Soviet broadcasts to the U. S. from Russia.

While State Dept. was watching developments, a spokesman said no formal action was likely since the incident was an "informal proceeding" between the networks and their Moscow correspondents and was something that should be worked out between radio and the Soviet Government on an "informal basis."

It was learned Friday that on Oct. 7 the Russian Government suddenly deprived the network correspondents of the use of Russian shortwave facilities for direct broadcasts to the U. S. First inkling of the Soviet's intention to deny its facilities to American broadcasters came in written messages which the correspondents were permitted to file to their home offices.

Russian spokesmen advised the correspondents, it was reported, that the Government's new winter schedule of shortwave broadcasts would not permit the use of facilities for other than Soviet programs. U. S. correspondents reported that repeated requests for further explanation had produced no replies.

One correspondent was reported to have advised his network that the Russian foreign office "recognizes the right" of American newsmen to broadcast, but that the Government Radio Committee had insisted that facilities were inadequate to accommodate them.

It was known that Lt. Gen. Walter Bedell Smith, U. S. Ambassador to Moscow, had informed the State Dept. of the Russian order soon after it was issued.

Since imposition of the Russian order, networks had been attempting to obtain clarification and possibly a relaxing of the order through their Moscow correspondents. One was said to have attempted to make representations to Soviet Foreign Minister Vyacheslav M. Molotov, who is in the U. S., but that thus far the effort had failed. It was not known whether this meant that the network had reached Mr. Molotov or whether he had rejected the representations.

Message to Stalin?

One network news chief was understood to have suggested that CBS, NBC and ABC, the three networks whose correspondents are most active in Moscow, dispatch a joint message to Josef Stalin seeking clarification of the situation. NBC and ABC, however, had not chosen to follow that course.

The only network which maintains its own correspondent in Moscow is CBS. Its representative is Richard C. Hottelet. Edmund Stevens, who broadcasts for ABC, also is a correspondent for the *Christian Science Monitor*, and Robert Magidoff, NBC's reporter, represents the *London Daily Telegraph*. Mutual's string man in Moscow is John Fisher, a representative of the Australian mines.

Network news chiefs pointed out that the Russian Government has long been chary of permitting U. S. newsmen to broadcast live from Moscow. Several years ago, the Soviet insisted that the correspondents record their broadcasts for later playback so that Russian censors could listen to a recorded broadcast before it was put on the air.

Meanwhile State Department, International Broadcasting Division, went ahead with plans announced a fortnight ago to begin Russian language broadcasts after the first of the year. Although William B. Benton, Assistant Secretary of State, announced last December that the State Department would beam programs to Russia, officials were reluctant to carry out the plans after Russia is reported to have mildly protested the U. S. broadcasts. The Soviet Union began beaming programs to the U. S. in English several months ago.

WHILE Benjamin Cohen, United Nations Assistant Secretary General, took issue with Soviet charges that international broadcasting by the UN would be a waste of funds, it became known that on Oct. 7 the U.S.S.R. cut off all U. S. network broadcasts originating in Moscow. Networks consider protesting direct to Josef Stalin, as State Dept. says incident is purely "informal" between radio and Russia.

Soviet UN Radio Views Opposed By Cohen

By EDWIN H. JAMES

BENJAMIN COHEN, United Nations Assistant Secretary General in charge of public information, last week took issue with Soviet charges that international broadcasting by the UN, to provide worldwide reports of its activities, was a waste of funds.

Mr. Cohen explained his position in response to four questions which BROADCASTING put to him after the economy-minded U. S. S. R., in a general attack on the UN's estimated 1947 budget, had demanded the abandonment of an appropriation of $594,750 for world broadcasting. The Soviet attack, before the General Assembly Committee which directs administrative and budgetary affairs, had been prosecuted by Fedor T. Gusev, a deputy foreign minister, who characterized the broadcasting as a "vast output of propaganda."

In contradistinction to the Soviet charge, Mr. Cohen declared that the UN could "achieve the promises contained in the charter" only if all peoples were kept abreast of UN activities and that radio provided the quickest means of keeping the peoples thus informed.

Questions Asked

The questions asked of Mr. Cohen, and his answers, follow:

Q. Does the Assistant Secretary General in charge of the department of public information consider the worldwide dissemination of adequate, impartial information concerning the United Nations to be essential to the future effectiveness of the United Nations?

A. Yes. We consider it not only essential, but vital. The United Nations can never fully succeed unless the peoples of the world are fully and constantly informed of the activities and achievements of the United Nations. Only through an informed public can the United Nations achieve the promises contained in the charter.

Q. Is it considered that the proposed system of international broadcasting by the United Nations is essential to the future effectiveness of the United Nations?

A. Broadcasting is one of the most important media of information. It is a means through which information about the United Nations can be brought most quickly to the peoples of the world. Certainly the United Nations should utilize radio as effectively to create a lasting peace as did the

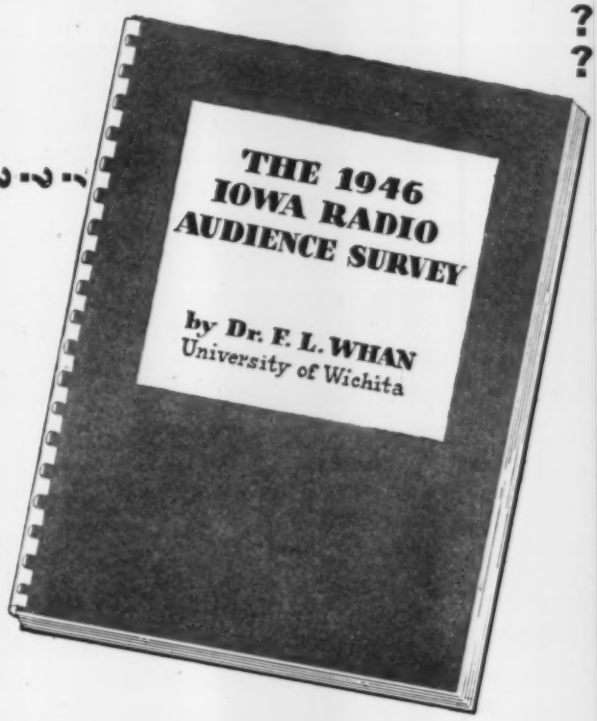
(Continued on page 85)

"NEW ERA" in NAB-FCC relationship got under way last Monday when FCC Chairman Charles R. Denny lunched with NAB President Justin Miller in private dining room of Carlton Hotel, Washington. Monthly meetings are planned. Around table (seated, l to r): Clair R. McCollough, WGAL Lancaster, NAB board member; Edgar Kobak, MBS president, observer on NAB board; Mr. Denny; Mr. Miller; Rosel H. Hyde, FCC Commissioner; Harry M. Plotkin, FCC assistant general counsel; T. A. M. Craven, Cowles stations, NAB board member. Standing, Don Petty, NAB general counsel; A. D. Willard Jr., NAB executive vice president.

What's the value of a PREFERRED station as compared with a HEARD-REGULARLY station?

IF YOU KNOW the answer to that question, your radio advertising will be many times more effective than otherwise. *Yet that question is only one of dozens that will be completely clarified for you by the 1946 Iowa Radio Audience Survey.*

Based on returns from 7,939 Iowa families (one for every 80 radio homes in Iowa), the 1946 Survey was conducted by Dr. F. L. Whan of the University of Wichita. Approved sampling procedure was followed. The result is an over-all picture of *this year's* Iowa listening habits which any large advertiser or agency would gladly pay thousands of dollars to have exclusively.



OTHER EXAMPLES

of the questions answered are: What stations are "listened-to-most" by what percentages of Iowa people? Urban people? Town people? Farm people?

In what *counties* is each station "listened-to-most"? What stations are preferred for *News* in Iowa? For Farm Programs? At what hours?

What is the relative importance of radio, newspapers and magazines, for News?

What percentage of adults in Iowa listen to the radio, in each quarter-hour from 5:00 a.m. to 1:00 a.m.? And many others!

A HALF-HOUR OF READING

will give you a better picture of *radio in Iowa* than months of personal travel, investigation and study. If you are spending *any* money for advertising in this State, the 1946 Iowa Radio Audience Survey is a MUST. Use the coupon for getting your copy, TODAY.

+ WHO for IOWA Plus! +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President

J. O. Maland, Manager

Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1946 Iowa Radio Audience Survey.

Name _____

Company _____

Street _____

City _____ State _____

COVERAGE
IN PHILADELPHIA

WDAS, Philadelphia's Outstanding Full-Time Independent Radio Station covers the largest cross-section of the buying public in the Greater Philadelphia Area... **at lowest cost.**

That's why 78 per cent of this station's sponsors have been renewing regularly for more than a quarter of a century.

Middlebrooks Leaves NAB for ABC; Kibler Resigns for Own Law Practice

TWO headquarters officials of the NAB—James L. Middlebrooks, director of Engineering Dept., and Milton J. Kibler, assistant director of the Employe-Employer Relations Dept., announced their resignations last week.

Mr. Middlebrooks on Nov. 15 becomes chief facilities engineer of ABC network. He succeeds Ben Adler, who resigned to become engineering vice president of Transmitter Equipment Engineering Co. Mr. Kibler will return to private practice of law, specializing in broadcasting labor relations.

Mr. Kibler

Before joining NAB last July 1 Mr. Middlebrooks had been a commander in the Navy, serving as officer in charge of the Shore Electronics Section, Electronics Division, Bureau of Ships. He was responsible for installation and maintenance of all electronics equipment and facilities at continental and foreign shore establishments. Before the war he was chief construction engineer of CBS from March 1936 to February 1942.

Aided in Expansion

At NAB he completed the NAB *Engineering Handbook*, now coming off the presses; (see separate story page 69); drew plans for reconversion of the Canadian Embassy Annex at 1771 N St., Washington, into a new NAB headquarters building; prepared plans for expansion of the Engineering Dept.; participated in proposals to change engineering standards.

Mr. Middlebrooks

Mr. Kibler jointly directed expansion of the Employe-Employer Relations Dept. activities last year with Ivar Peterson, also an assistant director. Richard P. Doherty was named department head last September. Mr. Kibler joined NAB in March 1945 as an attorney, later becoming assistant general counsel. Before joining NAB he had served in the Army as a major, being retired in 1944 because of service injuries.

He represented NAB in the New Mexico tax case in which KGFL Roswell has challenged validity of the New Mexico franchise tax. He will continue to participate in the case with Lake Frazier, KGFL counsel, until the litigation has been finally decided.

AD PIONEER COINED GOP SLOGAN

Karl Frost, President of Agency, First Offered 'Had Enough? Vote Republican!'

A PIONEER in broadcast advertising provided the Republican party with its winning slogan—"Had Enough? Vote Republican!"

He is Karl M. Frost, president of the Harry M. Frost Co., Boston, who was placing radio business in the early 20's before rate cards were heard of, and whose firm still handles a large radio budget.

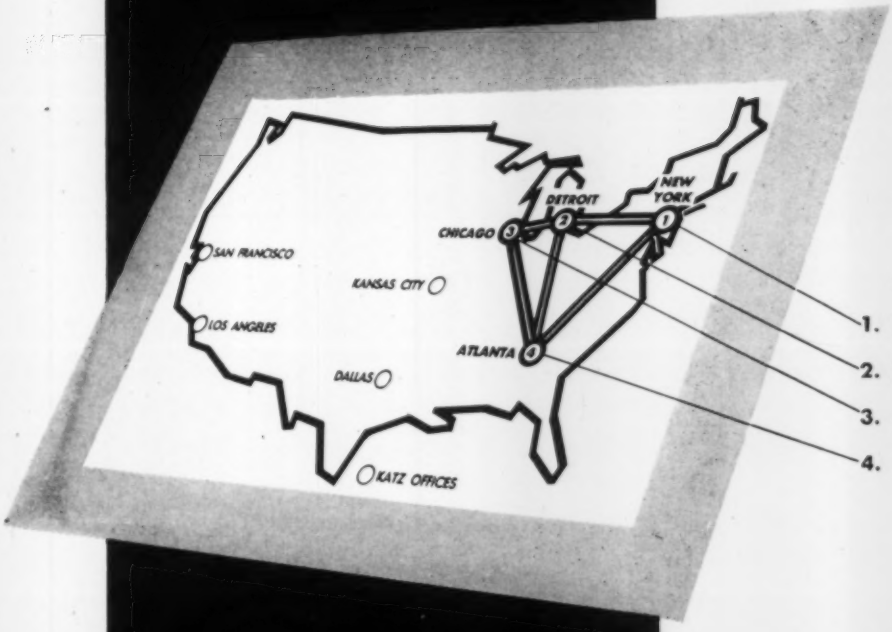
Archibald Giroux, Republican State chairman in Massachusetts, and Charles Nichols, secretary, early last summer asked Mr. Frost to submit ideas for a slogan to be used on posters in the Massachusetts Republican campaign. Mr. Frost came up with: "Have you had enough?" "Have you had enough of the alphabet?" "Had enough shortages?"

He tossed them into the hopper for his associates, Charles Bauer, Harold E. Bessom and Sherman Keene, to mull over. Out came the two words—"Had Enough?" State GOP headquarters officials said of the slogan, "It stinks." Their views were shared by others.

An outdoor board, purchased by the Republican State Central Committee, was temporarily unused. The slogan was tried out. Painted on the board were these words: "Had Enough?—Vote Republican."

"The paint was hardly dry before we began to get telephone calls praising the slogan," said Secretary Nichols of the Massachusetts GOP. *Newsweek*, *Time* and other periodicals and newspapers carried the story of Boston's signboard. Orders from other Republican quarters for posters began coming in. GOP national headquarters in Washington ordered a supply. The slogan was used throughout the country.

Manpower + Method



KATZ OFFICE	CONTACT
1. NEW YORK	**ADVERTISING AGENCY**
2. DETROIT	**ADVERTISER**
3. CHICAGO	**DIVISION MANAGER**
4. ATLANTA	**DISTRICT MANAGER**

● This map highlights the contacts made in a successful Katz solicitation and SALE involving the integrated efforts of four of the eight Katz Agency offices. It is a typical instance of Katz METHOD: *teamwork and coordination.*

THE
KATZ AGENCY
INC.

STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT
KANSAS CITY • ATLANTA
SAN FRANCISCO • LOS ANGELES • DALLAS

● The Katz Agency, through its 25 salesmen, cooperates with all factors concerned in the placement of national advertising — no matter how widely separated: advertiser, agency, district manager, branch office.

WIP WINS DISPUTE, STATION HEAD SAYS

WIP Philadelphia last week won both points at issue in a dispute with American Communications Assn. (CIO), following a strike by the union last summer [BROADCASTING, Aug. 5], Benedict Gimbel Jr., president and general manager of the station, announced.

The two arbitrated issues were (1) the union's charge that an employe was fired because of union activity, and (2) a dispute on hours of work in the program department's seven-day schedule. The arbitrator, chosen by both management and union, was Bert W. Levy, a local attorney, in cooperation with the American Arbitration Assn.

During the two-week strike, management operated the station despite a walk-out of technicians and program department employes, represented by ACA.

NARND to Select Committee For News Award Competition

AN AWARDS Committee to select two stations annually for commendation for "exceptionally outstanding news service to their areas" will be named shortly by the board of directors of the newly-organized National Assn. of Radio News Directors (NARND), John Hogan, news director of WCSH Portland, Me., president, announced last week.

At its first annual convention in Cleveland late last month the NARND adopted resolutions urging that locally-originated news be gathered, written and presented by personnel trained in news writing and evaluation; that news be written and presented accurately and without bias; that the autonomy of the news director and his department should be recognized, and that news directors should be directly responsible only to their "journalistic principles and ideals" and to station general managers.

Officers, in addition to President Hogan, are: Sig Mickelson, WCCO Minneapolis, and Jack Shelley, WHO Des Moines, vice presidents; John Murphy, WCKY Cincinnati, treasurer; Edward Wallace, WTAM Cleveland, executive secretary. Serving as directors with the officers are: Jack Krueger, WTMJ Milwaukee; Tom Eaton, WTIC Hartford; Robert B. Mahoney, KWKH Shreveport; Soren Munkhof, WOW Omaha; Ben Chatfield, WMAZ Macon; David Kessler, WHAM Rochester.

The 68 delegates voted to restrict full membership to the men actively in charge of station news. Other editors and writers will be admitted to associate membership, although all delegates attending the Cleveland convention will remain as charter members for one year, at the end of which the board again will take up the question of associate memberships. Radio news wire services will be accorded associate memberships. Dues for the NARND are $10 per year. The following registered at the Cleveland meeting:

Charles Ahrens, UP, Chicago; Bob Andre, WIZE Springfield, Ohio; Robert W. Brown, INS, New York; R. E. Burris, KSO Des Moines; F. O. Carver, WSJS Winston-Salem, N. C.; Ben Chatfield, WMAZ Macon, Ga.; John B. Clarey, WMUR Manchester, N. H.; George Connery, WTOP Washington; George W. Cushing, WJR Detroit; George H. Cushing, Automotive Mfrs. Assn., Detroit.

Charles R. Day, WGAR Cleveland; Bill Dowdell, INS, New York; Jack Dunn, WDAY Fargo, N. D.; Joseph Eaton, WLBZ Bangor, Me.; Tom Eaton, WTIC Hartford; H. W. Eskridge, WSM Nashville; Leslie Ford, WKBW-WGR Buffalo, N. Y.; Soreno Gammell, WTHT Hartford; George Gow, KFH Wichita; Gordon Graham, WIBC Indianapolis; Chuck Hilton, KGLO Mason City, Iowa; Fred M. Hinshaw, WLBC Muncie, Ind.; John Hogan, WCSH Portland, Me.; Don Hyde, WGAR Cleveland.

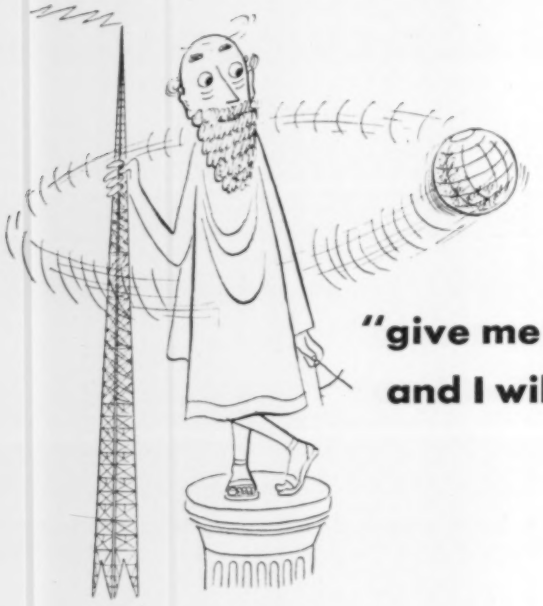
Wess Izzard, KGNC Amarillo; Dick Jones, WJOL Joliet, Ill.; Elliot B. Jones, WPIC Sharon, Pa.; David Kessler, WHAM Rochester, N. Y.; L. F. Killick, WCAX Burlington, Vt.; Paul King, KARK Little Rock; J. Edgar Kirk, WPTF Raleigh; Ralph Knox, WHEC Rochester, N. Y.; Milo Knutson, KFBI Wichita; Jack Krueger, WTMJ Milwaukee; Mort Linder, WSBT South Bend, Ind.

Bruce MacDonald, WJW Cleveland; R. B. Mahoney, KWKH Shreveport; Sanford Markey, WTAM Cleveland; James Martin, WGAR Cleveland; W. T. Meenam, WGY Schenectady; Sig Mickelson, WCCO Minneapolis; Robert A. L. Moore, Trans-Radio Press, New York; Barney Morris, WMBH Joplin, Mo.; Basket Mosse, WEAW-FM Evanston, Ill.; Soren Munkhof, WOW Omaha; John Murphy, WCKY Cincinnati; Phil Newsom, UP, New York; Jack Newman, WKBZ Muskegon, Mich.; Marjorie Noble, WPOR Portland, Me.

Tom O'Neil, AP Radio, New York; Tim O'Sullivan, WGL Fort Wayne; Walter Paschall, WSB Atlanta; Michael Radock, School of Journalism, Kent (Ohio) State U.; Marjorie Ragan, WRAL Raleigh; Bill Ray, NBC Chicago; Bob Redeen, WOC Davenport; Jack Reed, WJW Cleveland; H. L. Reinhard, Veterans Adm., Philadelphia; Bob Savage, WTAQ Green Bay, Wis.; Jack Shelley, WHO Des Moines; Marion Stutes, WKZO Kalamazoo; Harry Swenson, KFAB Lincoln; Philip F. Tearney, WEDO McKeesport, Pa.; Robert F. Terry, WIZE Springfield, Ohio; John Verstraete, KSTP St. Paul; Paul Wagner, WOSU Columbus, Ohio; Glenn D. Whisler, WHK Cleveland; Margaret Whitehead, WTAM Cleveland.

AFRA Softens

AFTER Bible Institute of Los Angeles pleaded for special concession, American Federation of Radio Artists granted it a waiver to use a missionary students choir on the new *Bible Institute Hour*, MBS commercial program. In keeping with its national code, the union at first insisted that professional singers be hired or the student group join AFRA. Neither AFRA nor the Tullis Co., Hollywood agency handling the religious account, would disclose details or the reason for the concession.



"give me a place to stand and I will move the earth"

Archimedes, who voiced this interestingly rash statement, believed that great accomplishments are possible at a minimum of effort if only you have the proper vantage point.

That's why he discovered the principle of the lever...an idea that applies in many ways.

For example, implanting an idea in the minds of several million people all at once seems like an impossible task, particularly when you scatter those people throughout 123 different counties in five different states. It's a task that would have worried even Archimedes.

But WWVA handles it with ease, every day of the year. Backed by 50,000 watts, it can carry your sales story into more than 2,000,000 radio homes. And WWVA has the leverage of acceptance and popularity that will move them to spend some of their $4,000,000,000 yearly income for what *you're* selling.

Talk to them through the voice of WWVA. They'll be listening—and they're ready to be *moved*.

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

A BASIC ABC STATION

McGILLVRA REPRESENTS

MILWAUKEE

W F O X REPRESENTS
A FOOL-PROOF FORMULA IN AMERICA'S 12TH MARKET

1. Superb signal on a clear channel.
2. Excellent programming by experienced men who know Milwaukee radio habits.
3. Mail response north and south from Sturgeon Bay to Chicago. West of Milwaukee beyond Madison. East on the lake shore of Michigan.
4. Spontaneous audience reception, stimulated by billboards, outside car cards, spectacular signs, book matches, local and suburban newspapers.
5. Over sixty leading local advertisers have already chosen W F O X—the smart station for the smart advertiser!

A McGillvra man will show you the facts . . .
W F O X will show you the results!

W F O X

860 KILOCYCLES

Wisconsin's Only Clear Channel Station

Joseph Hershey McGillvra

National Representative

New York, Chicago, Los Angeles, San Francisco

Agency Radio Head Warns Stations

'One-Legged Promotion' Endangers Old Accounts

A CHICAGO advertising executive, Harlow P. Roberts, vice president and radio director of Goodkind, Joice & Morgan, sounded a warning against what he terms "one-legged promotion" on the part of local station sales managers.

Mr. Roberts

At a meeting of Taylor-Howe-Snowden executives following the NAB convention, and before groups of advertisers in several midwest cities visited by Mr. Roberts during the past three months, he has scored station management for its growing indifference to local advertisers and to sales representatives of national accounts.

It is not sufficient, Mr. Roberts declared, for individual stations to bombard the sponsor and agency with success stories consisting largely of coverage claims, mail pulls, and Hooper ratings. This he termed "one-legged promotion."

Close Contact

Mr. Roberts compared local stations' complacency toward well established accounts to a woman wearing the same dress day after day. After awhile, he said, you lose sight of her identity. What the radio station must do, in Mr. Roberts' opinion, is to give her a new bonnet.

This can best be accomplished by local station salesmen keeping in close contact with the manufacturers' and distributors' sales forces and with local retail outlets.

As proof of his argument, Mr. Roberts cited Dept. of Commerce figures showing the tremendous upsurge in national population. As compared with 105,710,620 people in the United States at the end of World War I, there are now over 139,000,000.

Total families in 1920 were 24,351,676 as compared with 37,500,000 in 1945, he said. This is an increase of 159%, an increase even greater than that in population. Average size of the American family in 1920 was 4.4. In 1945 it was 3.9, indicating that thousands of smaller families have established homes of their own.

Age groups also indicate the prospects for millions in additional advertising revenue at the local level, he explained. Today 24,000,000 persons are in the nine years or under classification. Thirty-two million are between 20-29 years of age. It is this group who will contribute the largest share of purchases for new homes, furnishings, cars, radios and appliances. The national income in 1920 was only 70 billion. In 1941 it was 160 billion. Today, Mr. Roberts said it is beginning to level off. What does advertising intend to do to check its fall, Mr. Roberts asks.

Based on figures supplied by the Dept. of Commerce, Mr. Roberts said the nation can expect a 67½% increase in home construction, manufacture of cars, radios and home appliances. With 34 million radio homes in 1945, as compared to 60,000 in 1920, broadcasting is in a position to reap a golden harvest if it will concentrate on local spot and national spot business instead of trumpeting about network programs, Mr. Roberts believes.

Rapid Growth

The growth of broadcast advertising from $20 million in 1927 to $400 million in 1945 is only a portent of its future, he declared. But, he warned, broadcasters face the stiffest competition from other media, as well as their own, in their history.

The battle for the advertising dollar is on in earnest, he told the Taylor-Howe-Snowden group, and the day when business flies in through the transom is at an end. The influx of new AM applicants and the addition of an estimated 3000 FM licensees will mean an end to easy money enjoyed during the war years by hundreds of AM stations.

Advertisers cannot, he warned, afford reckless advertising expenditures. The greater the number of media—which grossed $138,200,000 in 1945 compared to $20,900,000 in 1920—the more careful must be the advertisers' selection.

Mr. Roberts said radio's biggest problem is to justify the continued expenditure of long established advertisers who are now being subjected to the heavy guns of printed media.

"For the past nine months there has been much attention to getting more wages, higher rates, etc. Nobody seems to think of greater output, more service, larger audience. The public is getting tired of going without. What are you (the local station) doing about it?" Mr. Roberts asked.

Spur to Dealers

The radio executive said that in too many instances, local station salesmen do not even know the sponsor's local representatives. He cites the case of a large company, a large user of local radio, which added color insertions in the local newspaper. The response was enthusiastic, because the dealer could see the evidence of increased effort on his behalf. But, he declared, the same product had been advertised on the spot program for over three months, and the company had been

(Continued on page 28)

A DATE for DINNER

Dinner for two in a smart hotel—or the family's night out at the neighborhood cafe—both help to swell total restaurant sales in this area. . . . During the last prewar year, people in the Nashville market area spent more than 11 million dollars in eating places alone. . . . This is just an indication of the buying market that you can count on for year in, year out sales. . . . Expand your sales in this territory by selling 190,000 radio families first. . . . They have the most money to spend—and a large part of them listen to the many popular shows broadcast over WSIX.

AMERICAN • MUTUAL

5,000 WATTS

980 KILOCYCLES

National Representative
THE KATZ AGENCY, Inc.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

V. S. Bauman, *Merchandising Manager*
Bluffton Grocery Company

A Sponsor "Plugs" WOWO's

Localized Programming and Promotion

THE BLUFFTON GROCERY COMPANY

Phone 185 and 186

GROCERS

We enclose renewal contract for the "Sari 'n' Elmer" show.. results (increased sales) have exceeded expectations.. we appreciate the way in which the WOWO program department cooperated in producing the show.. and the efforts and resourcefulness of your publicity department give us a new respect for radio promotion.. we like WOWO because it gets results!..

We like WOWO because it gets ... station offers so willingly in producing ... the first..and we want WOWO because we are both talking to ... of coverage is directly similar to the area in which our major distribution is concentrated. That makes it nice for all of us!

Yours for satisfaction,
THE BLUFFTON GROCERY COMPANY

V. S. Bauman
Merchandising Manager

VSB/ae

Thanks for the kind words, Bluffton Grocery Company. We'll keep things moving for *your* show.. as we do for all the other advertisers who use WOWO to reach two million consumers in the great Midwest.

WOWO

Fort Wayne

Indiana's Most Powerful Station

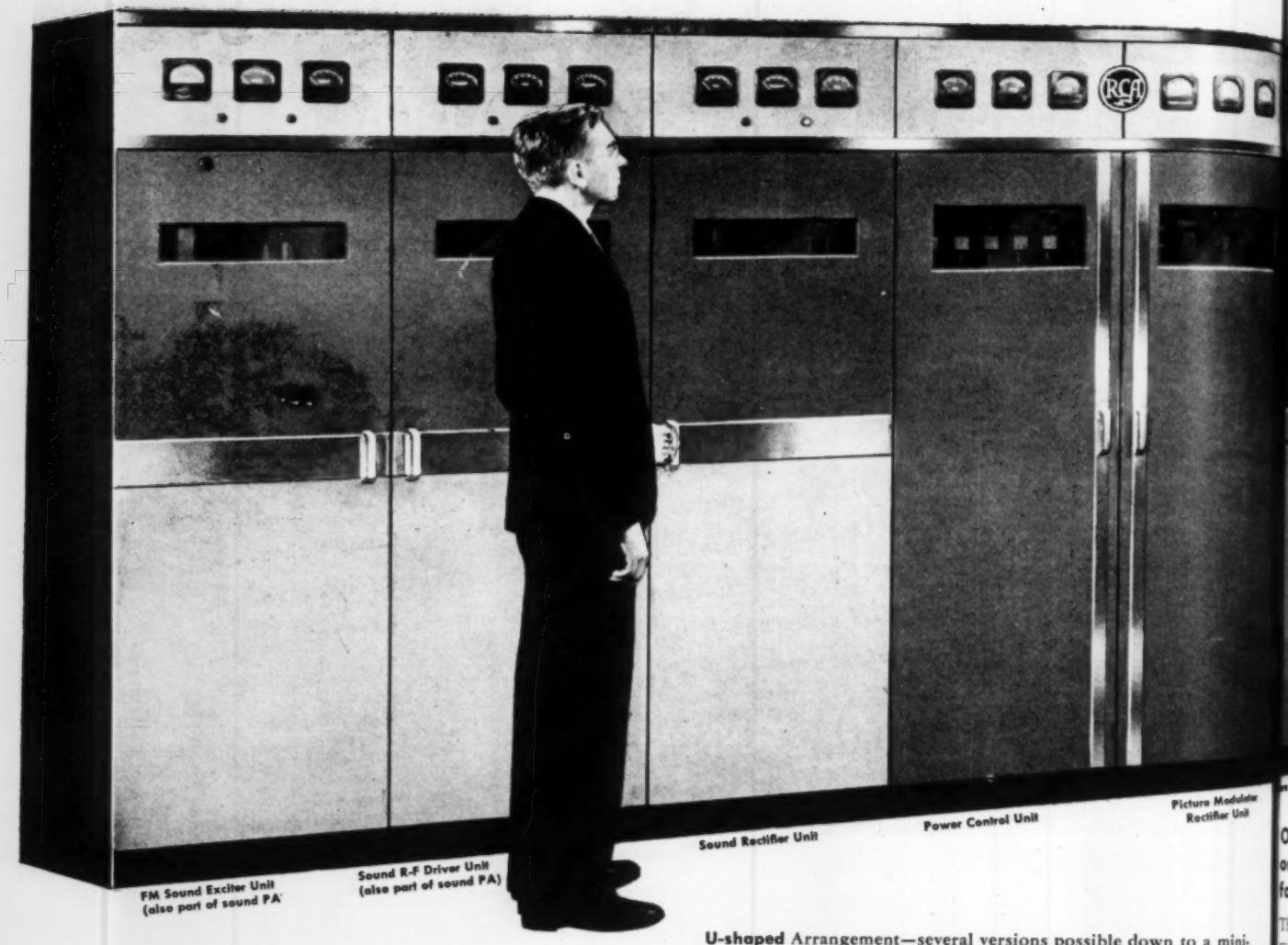
"SARI 'n' ELMER,".. the popular rural characters on Bluffton's Deerwood Coffee program, a WOWO production.

WESTINGHOUSE RADIO STATIONS Inc

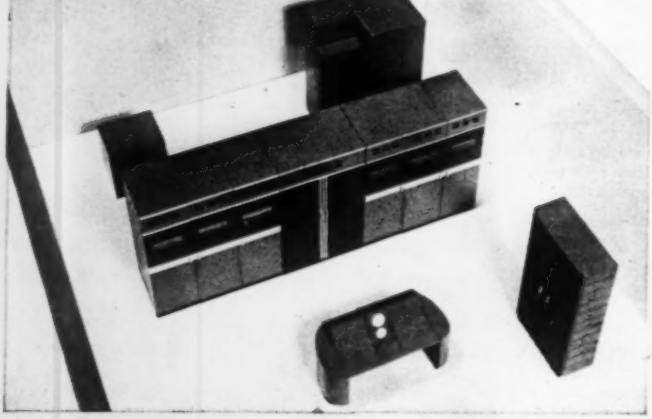
KYW KDKA KEX WBZ WBZA WOWO

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Paul H. Raymer Co.

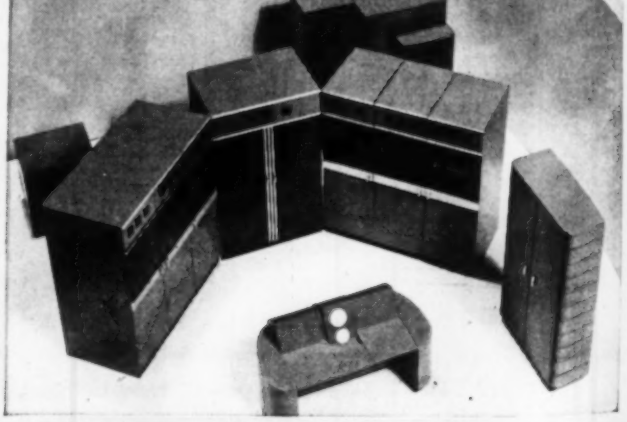
Help Celebrate NATIONAL RADIO WEEK, November 24-30



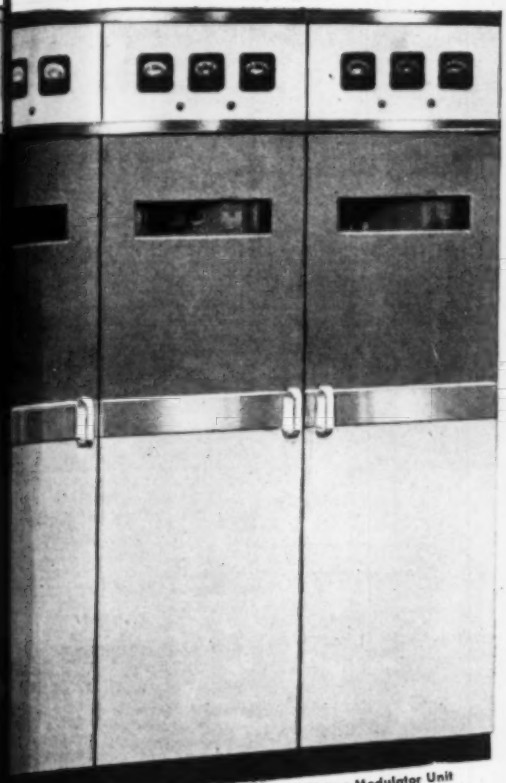
Straight-line Arrangement (over-all width, 208 inches). Unit-construction permits flexible station layout, advantageous use of available floor space.



U-shaped Arrangement—several versions possible down to a minimum width of 150 inches. Transmitting equipment also includes console; sideband filter, diplexer, and dummy load (three units at *right, rear*); water-cooling equipment (*left, rear*); and racks for test and other equipment (*right, foreground*).



Deliveries to begin soon on...



Rectifier Unit | Picture R-F Driver Unit (also part of picture PA) | Picture Modulator Unit (also part of picture PA)

THE FIRST POSTWAR ALL-CHANNEL TELEVISION TRANSMITTER

RCA's new 5-kw, 54 to 216 mc, Type TT-5A

One transmitter . . .
one standard of quality . . .
for all 12 *metropolitan* channels

This revolutionary, new RCA television transmitter, we believe, offers the last word in convenience, operating economy, and performance. Here, in one attractively styled group of cabinets, are all the necessary components of both the visual and aural transmitters.

Take a look at some of its features:

- Simplicity of operation . . . complete unification of control . . . no trick circuits . . . no neutralization of modulated power-amplifier stage required on any channel . . . only *one* easily adjusted modulated stage.
- Roomy, "walk-in" type construction . . . easy access to all parts through full-length front and rear doors . . . ease of handling and installation (each section only 25 by 36 by 80 inches).
- A revolutionary new tube used in both sound and picture power amplifiers—the RCA-8D21, a dual tetrode. Sets new records for stability, gain per stage, low grid current, linearity, and band width by employing advanced principles of screening, cooling, and electron optics.
- The separate, sideband filter used in RCA's high-level system (i.e., only last stage modulated) means more straightforward circuits; eliminates complicated adjustments; assures better picture quality.
- "Reflectometers" incorporated in both the aural and visual output circuits. Basically, these are uni-directional vacuum-tube voltmeters which provide an instantaneous check of the standing-wave ratio on the transmission line and peak power output; also used as safety devices to protect transmission line from power arcs caused by lightning, etc.
- Manual or automatic sequence starting. In automatic position, a three-shot recycling sequence returns transmitter to the air three times in case of momentary overload.
- A special "hold-in" circuit. Provides *instantaneous* return to air after momentary power-line failure.
- Console provides four-position, push-button monitoring of visual signal—transmitter input, modulator output, sideband-filter output, and "off the air." (Third or fourth position measures percentage modulation of visual carrier.)

Outstanding features like these—of benefit to the station engineer, manager, owner, and audience—have been built into all the new items in RCA's complete television line. Deliveries on existing orders from 20 top broadcasters have already begun on such items as portable field equipment, synchronizing generators, and monoscope cameras. *Initial* shipments of transmitters and other equipment will be made this fall.

• • •

An early indication from *you* of your television plans will help us meet your delivery requirements. Write or call: Engineering Products Department, Radio Corporation of America, Camden, New Jersey.

New RCA-8D21 Dual Tetrode specially developed for television broadcasting.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

if you can't take 'em all, take the BEST!

Naturally, you can't buy all the radio stations in the market you want, unless you have an unlimited budget.

It makes sense, then, to take the best radio station in the market you want. WMC is first in Memphis, according to Hooper--first by every yardstick of measurement in evaluating radio stations.

—the station with the billion dollar market

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO.

MEMPHIS' DOMINANT RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

PACKAGING THE NORTHWEST

Fifteen Stations in Washington and Oregon Form Group for Local Coverage

FIFTEEN 250-w stations have formed Oregon-Washington Radio Group to tell the story of their market and to sell time on a group or individual basis.

Three station operators first developed the idea back in 1943 when they became concerned because timebuyers were using metropolitan stations in the expectation of getting reception in smaller communities. These three men—Fred Goddard, KXRO Aberdeen, Wash.; Tom Olsen, KGY Olympia, Wash.; and Joe Chytil, KELA Centralia, Wash.—were convinced that eastern timebuyers were unaware of the mountainous terrain that kills long distance reception in the Northwest. They decided to band together to spread the word that local coverage is essential in their area.

As pioneers they encountered slow going in uniting the other stations, but in the fall of 1944, two more stations joined, KWLK Longview-Kelso, Wash., home of timber industries, and KAST Astoria, Ore. This brought the area the group covered to a population of 300,000 with 80,000 radio homes. Early the next year, six Oregon stations were added: KSLM Salem, KORE Eugene, KBND Bend, KOOS Coos Bay, KRNR Roseburg, and KWIL Albany.

This spring the list was completed by KFLW Klamath Falls, Ore.; KVOS Bellingham, Wash.; KRKO Everett, Wash., and KPQ Wenatchee, Wash. At an October meeting, with Mr. Goddard, the originator, as chairman, the group set up a first year budget, selected Short and Baum Adv., Portland, as its agency, and laid plans for national promotion. Detailed information about the market is to be released through the Homer Griffith Co.

Roberts

(*Continued from page 24*)

a consistent advertiser on the station for over five years. The dealer's attitude toward the product had been, "Fine, when I get some calls, I'll stock it." But when he was shown the printed media, he placed an order.

Radio, Mr. Roberts said, is too intangible for the inexperienced retail salesman to sell. It is up to the local station to do its own job of selling itself.

Local grocers, department stores and appliance dealers who are among the largest users of newspaper space still do not use much radio, largely because they do not understand it. The fault lies chiefly with the local stations' failure to promote their own medium at the local level, Mr. Roberts believes.

Taking local grocers as an example, Mr. Roberts produced a breakdown of media used by this type of advertiser, based on a survey by the *Saturday Evening Post* and the National Association of Retail Grocers among 1251 dealers last August.

The survey shows that 68.4% of grocers use newspapers; 32% use printed circulars; 9.4% use mimeograph ads; 9% use radio; 8.7% use post cards; 4.8% use letters; 2.1% use billboards and 11.6% use other media. Thus radio stands fifth among all media used by this type of advertiser, he said.

Sales clinics, closer contact with retail salesmen and dealers, and overall promotion of the station's local services will do much to combat the "one-legged promotion" which has caused radio to fall behind in the race by other media for the advertising dollar, Mr. Roberts said.

WFBC TRANSMITTER CLAIM QUESTIONED

EDITOR, BROADCASTING:

In BROADCASTING Magazine of October 28, 1946 I find a picture and story appearing on page 56 in which WFBC of Greenville, S. C., claims to have purchased the first 50 kw FM transmitter in the South.

WRAL purchased a 50 kw FM transmitter from REL, Long Island, New York and signed the contract under date of May 24, 1946. You might ask WFBC to give the date of this signing. If they had been intending to claim this distinction and signed contract antedating WRAL's contract with REL, they waited a mighty long time to do it. Will you publicize the above facts?

The writer was probably the first man from the entire Southland to contact Major Armstrong about FM and we were the first to establish FM in North Carolina in or near any city or town of this state.

When it comes to FMing WRAL does not propose to take a back seat in favor of anybody.

A. J. Fletcher, President
Capitol Broadcasting Co.
Raleigh, N. C.

WAUX Plans Start

WAUX Waukesha, Wis., expects to be on the air about Dec. 15, Russ Salter, secretary-treasurer, announced last week. The station will operate on 1510 kc with 250 w daytime. A Gates transmitter and Wincharger antenna will be used. Meldgar Figi is general manager. Owners, besides Mr. Salter, are Carl Taylor, president, and Lloyd Burlingham, vice president.

DEAN of DISCS

AL JARVIS

Originator of

"MAKE - BELIEVE BALLROOM"
"CAN YOU TIE THAT?"
"HIGH SCHOOL HIGH JINKS"
"K L A C KIDDIE CLUB"

ALL HEARD EXCLUSIVELY OVER

KLAC
LOS ANGELES

Represented By Adam J. Young Jr. Inc. New York & Chicago.

WBEN-FM Takes Air

WBEN-FM Buffalo is to begin operations today (Nov.11) according to announcement last week by Edward H. Butler, editor and publisher of the *Buffalo Evening News* and president of WBEN Inc., owner of the FM station and WBEN that city, AM outlet. To broadcast six hours per day at first, WBEN-FM is assigned 92.1 mc with 3 kw. Transmitter and new control room are located on 19th floor of Hotel Statler. Licensee also holds CP for commercial television station to operate on channel 4, 66-72 mc, with 4 kw visual and 3 kw aural.

James Houlihan

JAMES A. HOULIHAN, 58, head of the James A. Houlihan Agency, Oakland, Calif., died Oct. 24 at Providence Hospital in that city, following a heart attack.

CELEBRATING first birthday of KCOK Tulare, Calif., at studio party are (l to r): Joe Drilling, production department; Kenny Trigger, technical department; Sheldon Anderson, station manager; Wanda Woods, secretary; Forrest Hughes, chief engineer; Herman Anderson (cutting cake), owner of the station; Joyce Ames, guest; Jim Ranger, production department; Mrs. Herman Anderson; Mrs. Harold Sparks, guest, and Dick Wegener, business manager.

WTOL Wins Motion To Reopen Hearing

Toledo Outlet Will Present Corrected Exhibit

MOTION of WTOL Toledo to reopen consolidated hearing in which WTOL seeks to change frequency from 1230 to kc to 980 kc and increase power from 250 w to 5 kw, with directional antenna nights, was granted last week by Comr. E. K. Jett, sitting as motions chairman.

Theodore Pierson, counsel for Community Broadcasting Co., WTOL licensee, requested that the hearing be reopened to present a corrected exhibit regarding commercial and sustaining programs carried in a two-year period by the Toledo station. At the close of hearings last May, in conjunction with the applications of Skyland Broadcasting Corp., Dayton, and Ohio-Michigan Broadcasting Corp., Toledo, for 980 kc with 5 kw power, Commission counsel requested that WTOL file a summary of sustaining programs carried over a two-year period, 1944-45 inclusive.

Andrew W. Bennett, counsel for Ohio-Michigan Broadcasting Corp., on Oct. 14 filed a letter with the Commission, challenging the accuracy of the WTOL program exhibit as submitted. He charged that "the examination of the entire period covered by the exhibit appears to disclose a clear plan for increasing the purported hours of sustaining time in such a way that its decision could only be by comparison of each item of an entire month with the daily program logs."

Mr. Pierson said that when Commission counsel, John McCoy, requested the WTOL program exhibit, the station was given two weeks to prepare it and staff members, faced with examining some 9,000 pages of log, took sample weeks and projected them over a period of time, in order to meet the FCC two-week deadline. A more thorough examination of the WTOL program logs disclosed the discrepancies and WTOL will submit a corrected exhibit, Mr. Pierson informed the FCC.

Rehearing is set for Dec. 11.

AMA Meet Set

THE REGULAR New York chapter meeting of American Marketing Assn. will be held Nov. 27 in the west ballroom of the Hotel Commodore, New York, and will be titled "Looking into the Future." Leon Henderson, director of the Research Institute of America, Washington, will speak on "Indications of Things to Come in the United States," and Isador Lubin, U. S. Delegate to the UN, former head of the Bureau of Labor Statistics and president of the American Statistical Assn., will address the meeting on "Indications of Things to Come in Europe."

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET RALPH!

This is Ralph Childs, KMA's competent and forceful News Editor. Ralph's educational training and his natural "eye and ear for news" have made him one of the midwest's *best* radio newsmen. In addition, twelve years of experience before the microphone and in the gathering, compiling and editing of local, national and world-wide news have given him an entirely extraordinary "feel" not only for what real news *IS*, but also an exceptional ability to make it clear, concrete and comprehensible to his listeners.

Ralph is one reason why KMA news periods are a listening "must" in the thousands of radio homes throughout our 155 county primary area. Why not learn what Ralph Childs and KMA can do for *you?* Contact your nearest Lewis H. Avery office — or call us, today!

KMA

155 COUNTIES AROUND SHENANDOAH, IOWA

AMERICAN BROADCASTING CO.

LEWIS H. AVERY, Inc., National Representatives

CURFEW TIME . . . . . .

A modern town crier, with soothing music, a plaintive manner of persuasion and an amazing following, is heard over WGN six nights a week from midnight until 1 A.M. His name is Guy Wallace . . . his program "Curfew Time."

"Curfew Time" started in May, 1945. The following October Guy made *four* requests for mail on consecutive programs . . . his mail for the ensuing month was well over 3000 . . . it came from 36 different states and Canada . . . it proved beyond doubt the popularity of the program and the effective coverage of WGN.

Today "Curfew Time" is proving the commercial value of "fringe" time, properly handled, by doing a real selling job for a variety of sponsors. Inquiries will be welcomed.

A Clear Channel Station . . . . . .

Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

1922-Leadership

SUPERIOR

INSTALL Gates

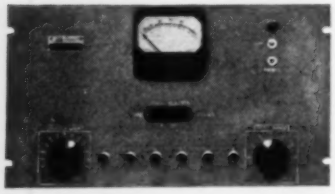
ACCESSORY EQUIPMENT for ASSURED PERFORMANCE . . .

Everything for the Broadcasting Station

FROM A SINGLE SOURCE

The GATES line of Broadcasting Equipment from Transmitters to Studio wire is complete for adaptability, versatility, broadcasting technique and high fidelity performance. You may equip your Broadcasting Studio complete from this single source. Back of all equipment bearing the GATES name is a quarter of a century of engineering "Know How" and development. Only representative items are shown herein. Write for Catalog showing the complete GATES line. No obligation.

MODEL 6-C
BROADCAST AMPLIFIER

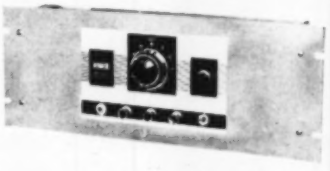


A flexible amplifier which may be used for auditions, recording, monitoring and line amplifying. Has three audio stages, above average gain, wide and uniform frequency response and very low noise level.

MODEL MO-2696
MULTI-PURPOSE AMPLIFIER

For monitoring and recording — both AM or FM. It fills many services in any radio Station. Has ample power for driving many Speakers and most Recorders and possesses high fidelity for AM or FM installations.

MODEL MO-2694
LINE AMPLIFIER



For AM or FM installation. It easily satisfies fidelity requirements for AM broadcasting and possesses fine adaptabilities for FM systems. Notable for its versatility in termination arrangements, appearance and inherent engineering design.

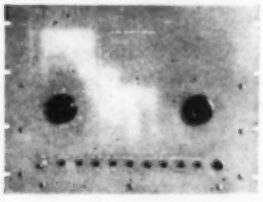
MODEL 28-CO
LIMITING AMPLIFIER

This Unit is outstanding for its engineering developments assuring low distortion, limiting action (it provides a dual limiter circuit), compactness and trouble-free performance.

MODELS 60A, 61A
PREAMPLIFIERS

Both models are designed to furnish ample gain for any transcription pick-ups. Model 61A has the added feature of a gain control so when used in a pre-amplification circuit its output level may be adjusted to equal other transcription pickup circuits in the installation.

MODEL RA-10
RECORDING AMPLIFIER



This Unit is designed to produce proper frequency response curves for making various types of recordings. A 3-position switch on front panel affords quick selection of proper filter circuit within the amplifier.

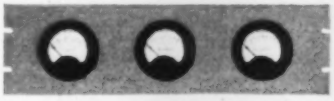
Since "the Beginning of Radio Time" - 1946

QUALITY • SERVICE • DELIVERY

MODEL SC-1
POWER SUPPLY

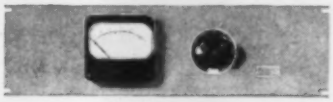
Specially designed for use in experimental laboratories of varying types. This is but one of a series of Units available at GATES that will supply completely variable voltages at high or low current — either AC or DC.

MODELS M-100, M-101
METER PANELS



The panel illustrated provides 2 DC Milliammeters and 1 DC Voltmeter. Is ordinarily installed with relay rack equipment for measuring the voltages and currents in the vacuum tube circuits. The notched ends permit mounting on any standard 19 in. relay rack.

SERIES 7
VOLUME INDICATOR PANELS



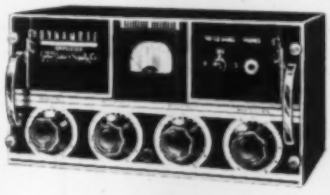
Provides the reading of volume level of audio circuits. Valuable in taking frequency response measurements, checking level of incoming remote lines and making comparative level measurements of various circuits where the levels are critical.

"3 ACES" for REMOTE BROADCASTING

REMOTE FOURSOME

Designed for versatility this Unit will handle both small and large remote jobs. Assembly of component parts in attractive and convenient carrying case, the Foursome is superb for adaptability for those special events as well as for performance.

Dynamote Remote Amplifier



This is one of the most popular remote amplifiers in use today. In engineering design, modern styling for showmanship and adaptability, it is in a class to itself for on-the-spot broadcasts.

REMOTE CONDITIONER

This is a 3-stage amplifier complete with power supply all housed in one cabinet. Compactness and easy mobility plus performance has given it wide acceptance. Accommodates microphones of any standard impedance.

• • • WRITE FOR DETAILED SPECIFICATIONS — NO OBLIGATIONS • • •

NEW YORK OFFICE:
9th Floor
40 Exchange Place

GATES
RADIO CO.
QUINCY, ILL.

SOLD IN CANADA by
Canadian Marconi Co. Ltd.
Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT . . . . SINCE 1922

Survey Says Stations Merit Tax Relief

Statistical Research Inc. Presents 70-Page Tabulation

A SURVEY intended to demonstrate to Internal Revenue Bureau that radio stations are eligible for tax relief under excess profit provisions despite power increases during base years of 1936-1940 has been prepared by Statistical Research Inc., Chicago.

The survey, contained in over 70 pages of tabulations, described in a letter the research firm has sent to stations throughout the nation. Statistical Research, which obtained tax relief for WJJD Chicago in 1944, undertook the study, according to A. R. Ellman who supervised its preparation, in order to clarify procedures for obtaining relief.

The survey shows that 274 stations which were doing business Jan. 1, 1936 to Dec. 31, 1939—the base tax period—increased power during that period and increased rates an average of 36.38%. On the other hand, 279 stations which did not boost power increased rates an average of 17.6%.

Specific Mention

He said the radio industry is in a particularly advantageous position to obtain such relief inasmuch as it is specifically mentioned in the excess tax regulation describing Sec. 722 as follows:

"A radio station increased its power during the base period 1936-1939 inclusive necessitating changes and expansion of physical property of the station and thus enlarged the area it served. The station is thereby enabled to increase its volume of advertising and advertising rates. Such radio station is deemed to have effected a change in its capacity for production or operation."

On the strength of the above quotation many stations filed applications for relief but failed in many instances because the Internal Revenue Bureau did not accept the increase in power as automatic cause for granting relief, Mr. Ellman said. The objection raised by the bureau, he declared, was that advertising rates increased generally whether or not accompanied by an increase in power. The Internal Revenue Bureau's argument can now be successfully invalidated, Mr. Ellman said.

Mr. Ellman said the successful prosecution of such claims can only be obtained by a mutual interchange of information between stations. Some means should be established to provide a central clearing house whereby radio stations' claims can be compared without the release of confidential information in reference to operations.

Figures Obtained

As an extreme example Mr. Ellman cited the increase of one station from 2500 w in 1936 to 5000 w in 1940. It increased its rate 62.72%. Another 2500 w station made no increase in power but its rates were advanced only 11.98% during same period. A comparison of these two stations shows an increase of 74.70% in rates that could have been possible under an increase in power for the second outlet cited.

WFMJ Park

THE WFMJ Broadcasting Co. has presented the Village of Boardman, Ohio, with 72 acres of woods and level land for park and playground purposes. Tract is five miles south of Youngstown and adjoins the site on which WFMJ's new 5,000-w AM and 50,000-w FM transmitters are to be located.

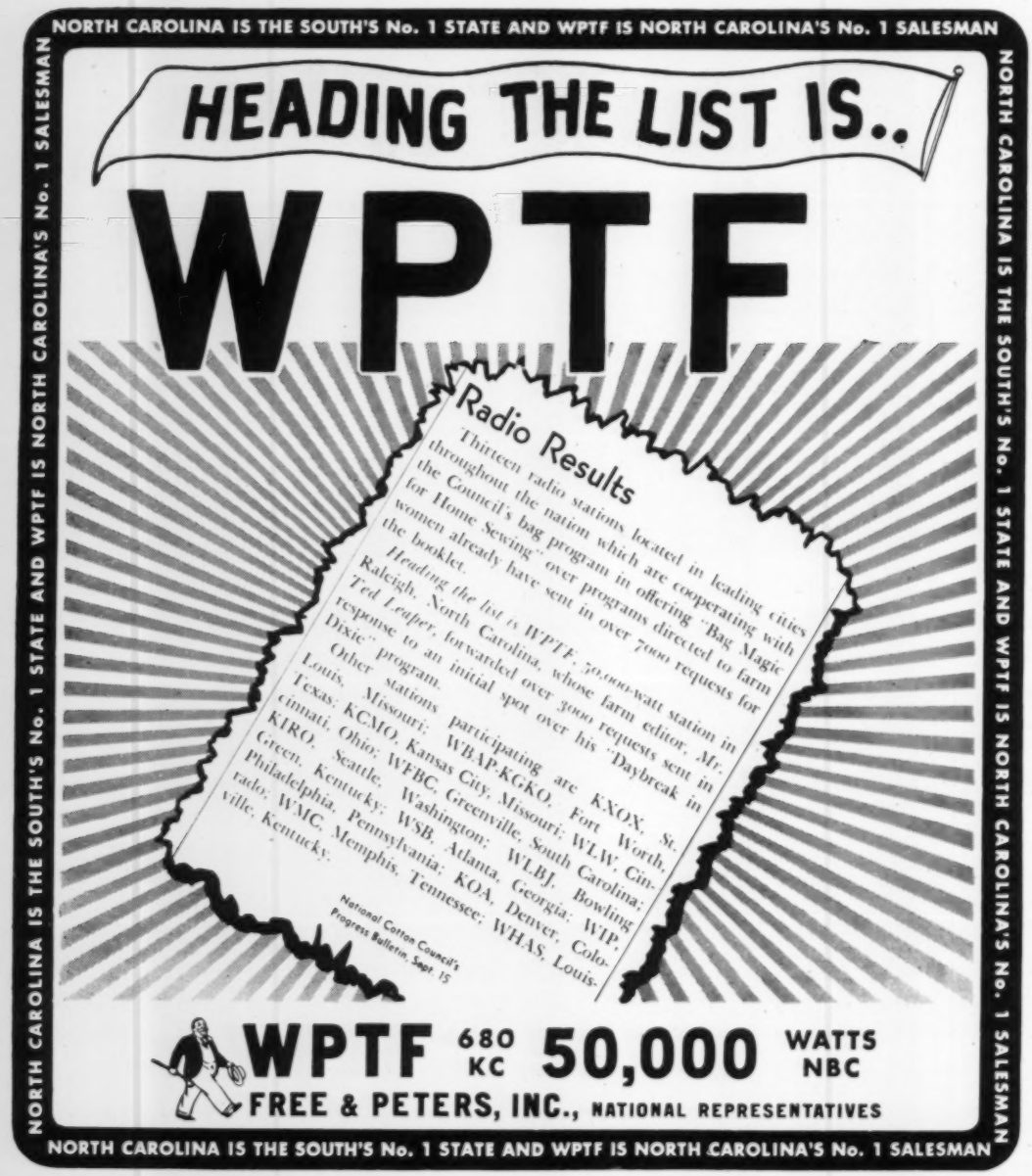
ATLASS RECOVERING, MUST REST 6 WEEKS

H. LESLIE ATLASS, vice-president and general manager of CBS Western Division, Chicago, was reported by his physician to be "much improved" after suffering a heart attack while driving one of his prize ponies Nov. 2, during the Chicago Horse Show at the Chicago Coliseum.

Mr. Atlass, 51, was driving "GI Joe" a pony valued at $20,000 when he slumped to the floor of the pony-rig. He was rushed to St. Luke's hospital where he was placed in an oxygen tent. Hospital attendents said at first there were serious doubts that the CBS executive would recover but Monday he told friends he felt much better. His physician said he had recommended that Mr. Atlass remain in bed for "at least six weeks."

Mr. Atlass was not the only CBS-WBBM executive to require hospital care within the past two weeks. Ted Robertson, WBBM producer, collapsed from excitement in a studio when Neil Hamilton, currently appearing in *State of the Union* in Chicago, failed to arrive for a scheduled broadcast until two minutes of airtime. Mr. Robertson was sent home where he has been resting.

Monday, two of WBBM's announcers, Art Mercier and George Watson were struck by a lumber truck outside Chicago when they stopped their car to examine a flat tire. The pair were returning from a hunting trip in Minnesota. Both suffered severe bruises but were able to return to their homes after treatment at a hospital.


NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN
HEADING THE LIST IS..
WPTF
Radio Results
Thirteen radio stations located in leading cities throughout the nation which are cooperating with the Council's bag program in offering "Bag Magic for Home Sewing" over programs directed to farm women already have sent in over 7000 requests for the booklet.
Heading the list is WPTF, 50,000-watt station in Raleigh, North Carolina, whose farm editor, Mr. Ted Leaper, forwarded over 3000 requests sent in response to an initial spot over his "Daybreak in Dixie" program.
Other stations participating are KXOK, St. Louis, Missouri; WBAP-KGKO, Fort Worth, Texas; KCMO, Kansas City, Missouri; WLW, Cincinnati, Ohio; WFBC, Greenville, South Carolina; KIRO, Seattle, Washington; WLBJ, Bowling Green, Kentucky; WSB, Atlanta, Georgia; WIP, Philadelphia, Pennsylvania; KOA, Denver, Colorado; WMC, Memphis, Tennessee; WHAS, Louisville, Kentucky.
National Cotton Council's Progress Bulletin, Sept. 15
WPTF 680 KC 50,000 WATTS NBC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN
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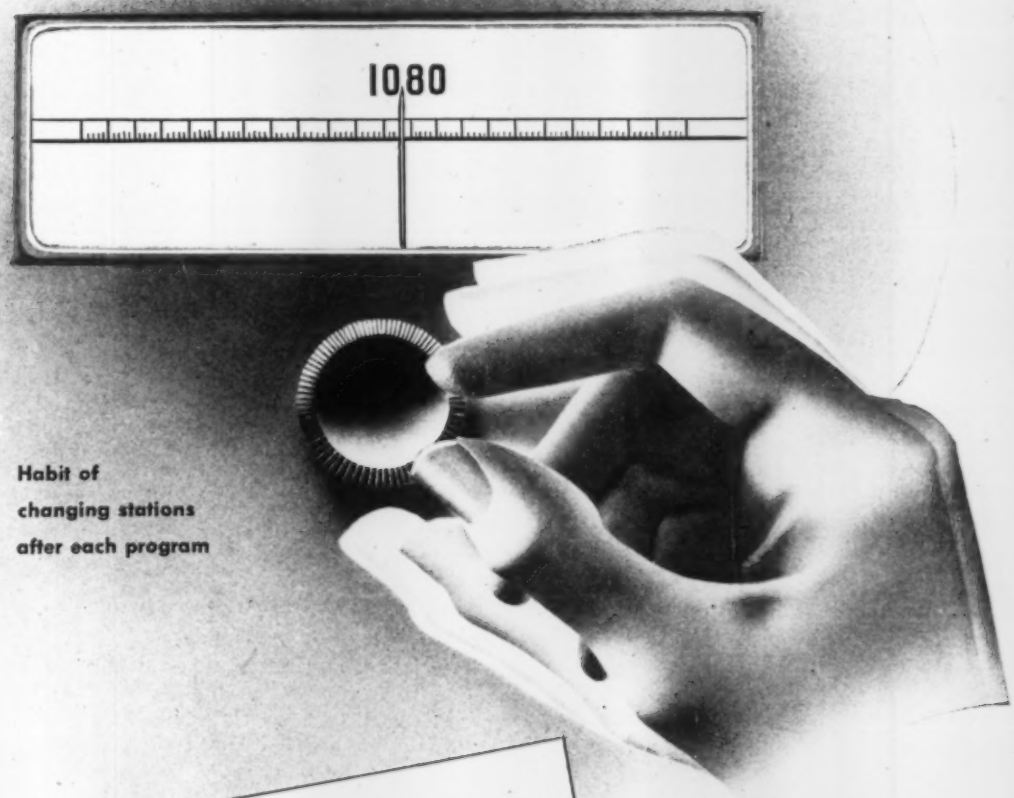
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

DIALITIS*...rare among WTIC listeners!



Habit of changing stations after each program

The comprehensive Diary Study, recently made by Audience Surveys Inc. in seven Connecticut counties, shows that listeners to WTIC are less affected by "dialitis" or station jumping than are listeners to other stations. In fact 77% of the audience of the average WTIC program is inherited from the preceding WTIC program! Here is evidence of tremendous audience loyalty!

Pleasing as this proof of high audience loyalty is to WTIC's programming staff, it comes as no surprise to WTIC's advertisers. They have seen it reflected many times in sales!

You'll want to see the Diary Study which shows, by every measurement, why WTIC is the dominant station in prosperous SOUTHERN NEW ENGLAND. A call to your local Weed and Company representative will bring you all the facts.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY
New York, Boston, Chicago, Detroit,
Atlanta, San Francisco and Hollywood

Prefers Judge

HOLDER of several honorary degrees and countless other titles, NAB President Justin Miller prefers "Judge" to Dr., Dean, Prof., Justice, Mr., or any of the other appellations to which he is entitled. Legal title, of course, is merited by service on the bench of the U. S. Court of Appeals for the District of Columbia.

Bishop Returns

WALTER R. BISHOP, after four years in the Navy and released as lieutenant commander, has rejoined WRVA Richmond, Va., as public relations director. While overseas he was in charge of the shortwave station on Guam which relayed accounts of the atom bomb tests at Bikini to the U. S.

Ben Franklin Foresaw Radio, NAB President Tells College

BENJAMIN FRANKLIN, the scientist, undoubtedly had in mind scientific miracles that would extend the range of the human voice when he championed the cause of freedom of speech, Justin Miller, NAB president, declared in his Nov. 1 address at the Founders Day Celebration, Franklin & Marshall College, Lancaster, Pa. He was awarded an honorary degree of Doctor of Laws by the college [BROADCASTING, Nov. 4].

When Congress enacted the Communications Act in 1934, Mr. Miller said, it specified that freedom of speech as used in the Constitution "included speech, broadcast through the air, by a radio transmitter and expressly enjoined the Commission (FCC) not to interfere with that freedom. I have no doubt that, if and when the question is presented to the Supreme Court, it will uphold the interpretation which Congress has placed upon these words."

In exploring the writings of Franklin along with the observations of commentators he found four main categories: Franklin as a scientist, as an editor, as a champion of the people's liberties including freedom of speech and as a statesman in the give and take of public life.

Mr. Miller reviewed scientific experiments of Franklin, ranging from characteristics and possibilities of electricity to invention of the harmonica and studies in phenomena of nature. He outlined Franklin's daring use of hypothesis and experiment as an editor, along with his willingness to admit error and start over again. He suggested that Franklin as an editor faced many of the problems now confronting broadcasters.

JUDGE MILLER

Historical Parallel

Tracing the oppressive English administration to the Colonies, Mr. Miller said, "It's important to note that in this country, during the last 25 or 30 years, the same type of administrative government has been developing; a breaking away from these guarantees and from the theory of separation of powers contemplated by the Constitution. We find among our people an increasing spirit of protest against over-reaching upon the part of administrative officers—who are not responsible directly to the people—we find examples of arrogance and insolence very similar to those suffered by the colonists prior to the Revolution. If we can profit by the lesson of history, we should take note of what happened 175 years ago and nip these present tendencies in the bud."

Franklin as a statesman, Mr. Miller said, was able to look through the details of little issues to those which were fundamental, and in his last speech at the concluding session of the Constitutional Convention in 1787 voiced astonishment that the compromise document approached so near to perfection.

Mr. Miller drew a comparison between broadcasting today and Franklin's observations by saying, "It astonishes me to find it [broadcasting] approaching so near to perfection as it does. May it be always a blessing to our people; a means of preserving that which our forefathers wrought for us; may it help, long, to prevent the despotism which comes only when people become so corrupted as to need despotic government."

Durex Test

DUREX BLADE Co., New York, Nov. 18 for four weeks will start a test spot campaign on 12 stations in five cities for new razor blade. Cities to be tested are St. Louis, Kansas City, Detroit, New York and Cleveland. Agency is Peck Adv., New York.

What's the matter George? If *you* were a horse and in a hurry to reach the Toledo market, you wouldn't want to walk, would you?

But, of course, there's an even quicker, better way—one that a lot of happy advertisers are using. WSPD bears their messages into this great industrial area of Northwestern Ohio a lot faster than any pullman, and with more penetration than a streamliner going through a brick wall.

Within 1/3500th of a second (or quicker), WSPD can carry *your* message to a rich primary area where some 300,000 radio families live. And it can get you your share of the $700,000,000 they spend every year. Interested?

Just ask Katz

A QUARTER CENTURY • THE VOICE OF TOLEDO

WSPD TOLEDO, OHIO

5000 WATTS

NBC

A FORT INDUSTRY STATION

Perennial Advertising

95% of the advertising on WCAU is on renewal contract

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

something

...TO SPARK UP

CAPITOL

Send sparkling new Capitol Transcriptions over your airwaves and you'll latch on to a brand new batch of listeners. Because the Capitol Transcription Library offers you new and intriguing — *different* programs that give you all the elements of big time network shows, skillfully transcribed to permit full opportunity for that essential "personal" touch that will give a local flavor.

You get more than 2,000 selections in Capitol's basic library ... plus more than fifty new numbers each month. You'll get programming aids, too: brilliantly arranged opening and closing themes for 22 programs. Musical interludes to background commercials.

A COMPLETE FORMAT SERVICE

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program formats for 22 complete shows come to you every month. It's just like adding Hollywood's foremost program specialists to your own station staff.

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PROGRAM SERVICE FROM HOLLYWOOD

SUNSET AND VINE

★ ★ ★ *Every Capitol Star Is*

new

YOUR PROGRAMS

TRANSCRIPTIONS!

BIG-NAME BANDS

BILLY BUTTERFIELD • DUKE ELLINGTON
JAN GARBER • SKITCH HENDERSON
PEE WEE HUNT • STAN KENTON
GENE KRUPA • EDDIE LE MAR
ENRIC MADRIGUERA • ALVINO REY

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL
KENTUCKY MOUNTAINEERS

BIG-NAME SINGERS

JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DE VOL'S POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

An Audience Builder ★ ★ ★

Fulton Lewis, jr.

...available now* in Syracuse, N. Y.

Cover the Syracuse area with station **W.O.L.F.** and Fulton Lewis, jr., who is now available for sponsorship in this important market.

On 219 stations from coast to coast, local and national advertisers find the Fulton Lewis, jr. audience well worth reaching. His program is the NUMBER ONE COOPERATIVE on the air today.

Wire, phone or write us immediately for complete information.

***Offered Subject to Prior Sale**

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

ANNUAL network program award presented by National Safety Council for "Distinguished Service to Safety" was tendered this year to ABC's *American Farmer* series. At presentation were: (l to r) Maynard Coe, director of National Safety Council's Agricultural Division; Wayne Griffin, announcer for series; Robert White, ABC's director of agriculture and producer of the program and Ned Dearborn, NSC president.

Feltis Cautions Researchers About Misuse of BMB Data

A WORD of caution to "feel your way slowly and carefully in the use of BMB station and network audience information" was given by BMB President Hugh Feltis on Monday in a talk to the radio group of the New York chapter, American Marketing Assn.

"Don't rush to conclusions," Mr. Feltis warned. "Test and experiment to see how the information can be validly used. Guard against misuses and misinterpretations that may lead to costly wrong decisions."

Basic Agreement

Speaking on the subject, "First Impressions of BMB," Mr. Feltis reported that they have been of two broad categories, "reactions concerning the BMB measurements as such and reactions with respect to specific findings and their uses." Most people, he said, whether advertisers, agencies or broadcasters, "are thoroughly in agreement with the broad basic principle which motivates BMB: the establishment of a uniform, comparable measurement of station and network audiences. But," he added, "they do not all agree on the precise meaning of the phrase 'station audience.'

"In some quarters," Mr. Feltis continued, "it is felt that families who listen to a station only once a week should not be included in its audience, for the likelihood that they will listen to any specific program is quite small. Others feel they should be included, just as a magazine's circulation includes those who only buy it occasionally. In much the same way, some people feel that a county in which only 10% or 15% of the radio families listen to the station at least once a week should not be included in its audience area.

"These are matters that cannot be determined arbitrarily," he stated. "You marketing people and researchers are in an excellent position to study and analyze the BMB data and help find the answers to these questions," he said.

Reactions in the second group, concerning specific data and their uses, Mr. Feltis reported, have been chiefly questions from broadcasters, such as: "Just what does BMB report mean? How should I interpret it? How can I use its findings? Will it help me in programming, in engineering, in selling? Is there any correlation between my total audience as shown by BMB and the average number of listeners per minute as shown by other types of surveys? What should I call my primary audience area?"

These questions, showing "that broadcasters are anxious to present a true and valid picture of their station audiences to you marketing men and researchers, . . . may take some little time to answer," Mr. Feltis said, asking his audience "not to be impatient."

So far, he said, BMB has produced facts that are important, basic, uniform and comparable. "The next job for the industry is to evaluate these facts, interpret them, see how they may be coordinated with other facts gained from other research, determine how they may be used and what broad conclusions may be drawn from them."

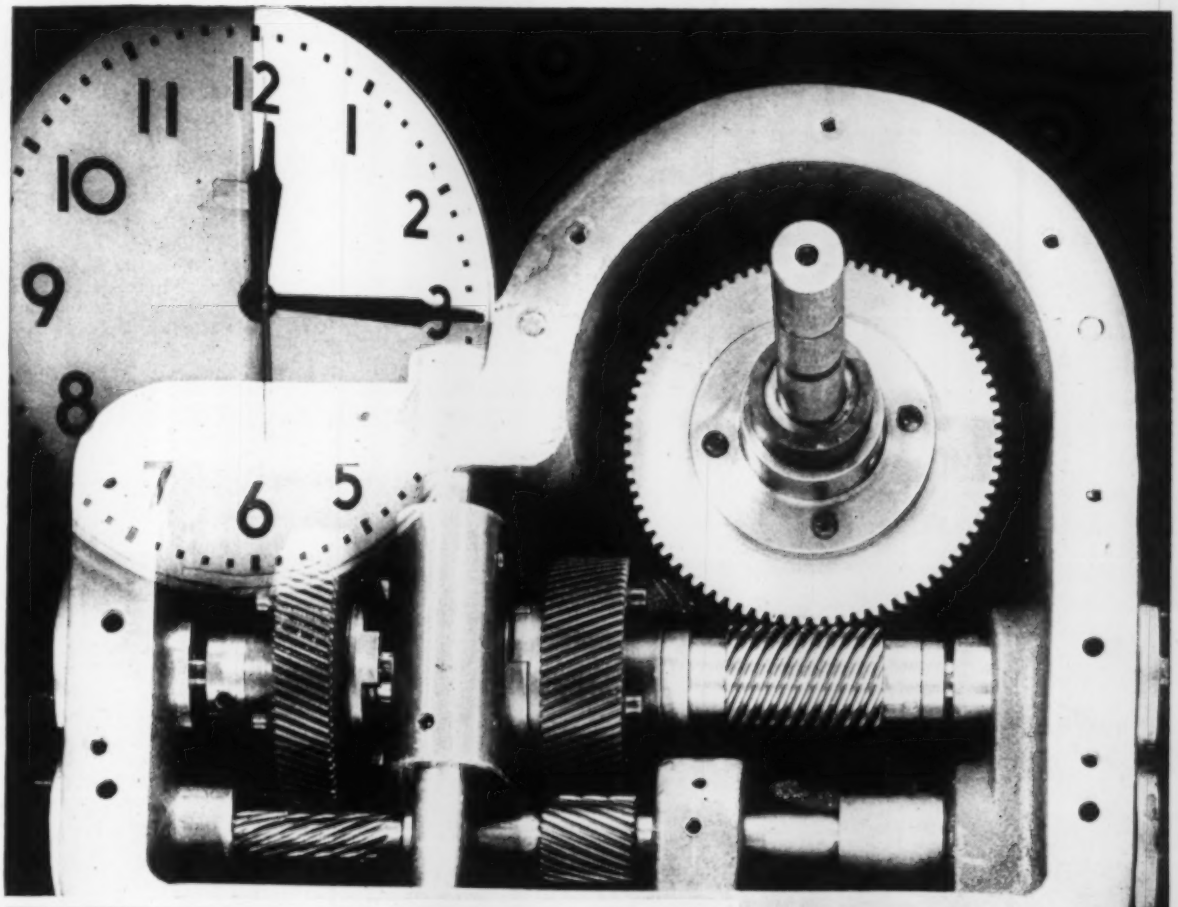
Reviewing the first BMB study and the three reports—the individual station reports which have been issued and the forthcoming area and network reports—Mr. Feltis stressed that BMB's objective had been to determine only two things: how many families listen to a station, and where they live. "This," he said, "is quite different from measuring the number of families that listen to an individual program. Neither measurement is a substitute for the other."

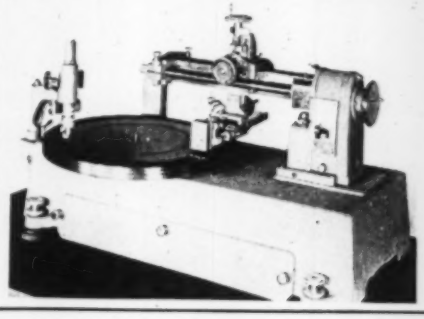
ATLAS Corp. has purchased "a large, but not controlling, financial interest" in Jefferson-Travers Corp., owners of Musicraft Records.

Playback Time = 15 Minutes ± Zero

▶ Directly gear-driven at both 78.26 and 33.33 rpm by a synchronous motor, the playing time of recordings made on the Presto 14-A corresponds to the original program time with split-second accuracy. The only deviation in speed may be due to variations in power supply frequency which seldom exceed 0.1%. Rotational flutter and background noise from mechanical sources are at an absolute minimum.

▶ The Presto 14-A represents a major advancement in the design of recording turntables, having all of the performance characteristics demanded by experienced engineers. Illustrated below is the new 14-A gear drive.





For full specifications of the Presto 14-A please write Presto Recording Corporation, 242 West 55th Street, New York 19, N.Y. To insure future delivery within a reasonable time, we suggest you place your order on our priority list since orders are considerably in advance of production.

PRESTO
RECORDING CORPORATION
242 WEST 55TH STREET, NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS

Miami, Freeport, Port Arthur Each Receive Proposed Grant

LOCAL RESIDENCE, experience in radio, and plans for active participation in station operation were deciding factors in proposed decisions issued by FCC last Monday looking toward new stations for Miami, Freeport, Ill., and Port Arthur, Tex.

The proposed grants went to Vincent S. Barker, assistant engineer in charge, WNBC New York, and Mrs. Barker for a daytime station on 1570 kc with 1 kw at Freeport; Paul Brake, former WQAM Miami control room operator, for use of 1450 kc with 250 w fulltime at Miami; and Port Arthur Broadcasting Co. for 1340 kc with 250 w fulltime at Port Arthur.

Given proposed denials, because they are mutually exclusive with those nominated for grants, were the applications of Kenneth G. Zweifel, Freeport; Peninsula Broadcasting Corp., Coral Gables, and Everglades Broadcasting Co., Miami; and Harry Francis Banker, Gilmore Keith Phares, Aubrey Edna Scott and Eliot Payson Tucker trading as Lake Side Broadcasting Co., Port Arthur.

At the same time the Commission made final its proposed decisions granting applications of:

Albert S. and Robert A. Drohlich doing business as Drohlich Brothers (former licensee KDRO Sedalia, Mo.), for 1470 kc with 1 kw fulltime at Flint, Mich. [BROADCASTING, Aug. 12]; Wade R. Sperry, Edgar J. Sperry (general manager, WLAY Muscle Shoals, Ala.) and Josephine T. Sperry (WLAY program director), doing business as Daytona Beach Broadcasting Co., for 1340 kc with 250 w fulltime at Daytona Beach [BROADCASTING, Oct. 14]; Atlantic Shores Broadcasting Ltd., 1490 kc with 250 w fulltime at Coral Gables, Fla. [BROADCASTING, Aug. 19].

Final Denials

Proposed denials made final in the same cases were for: Booth Radio Stations Inc. (WJLB), seeking new station at Grand Rapids; News Journal Corp. and Roderick T. Peacock Sr. and Roderick T. Peacock Jr. trading as Daytona Beach Broadcasting Co., requesting new stations at Daytona Beach; Southern Media Corp. and Miami Beach Publishing Co., requesting new stations at Coral Gables and Miami Beach, respectively.

Mr. and Mrs. Barker, winner of the proposed decision for Freeport, were found by FCC to have "greater familiarity with Freeport" and "superior knowledge of broadcast station operations" than the competing applicant, Mr. Zweifel, who is in the bottling business at New Glarus, near Freeport.

Mr. Barker, with NBC technical department for the last 13 years, would be manager and chief engineer of his proposed station. Freeport now has no AM outlet and receives no primary service from any existing station, FCC reported. The Barker application was filed in the name of Freeport Broadcasting Co.

Port Arthur Broadcasting Co., nominated for a grant for Port Arthur, is an equal partnership composed of Branch C. Todd, Mary A. Petru and Gray R. Harrower, who were associated in H. W. Cornell Assoc. selling classified advertising to several Texas newspapers, and Socs N. Vratis, organizer and former general manager and vice president of Inter-Mountain Network, Salt Lake City. Recently he has been associated with his brother in the restaurant business at Beaumont, Tex.

Greater Integration

FCC noted that Port Arthur Broadcasting Co. "offers a greater degree of integration of ownership and daily operation of the station" than the competing applicant, Lake Side Broadcasting Co., owned by local business and professional men. Mr. Vratis would be station manager; Mr. Todd, business manager; Mr. Harrower, sales manager, and Miss Petru, program director.

In the Miami-Coral Gables case, the Commission said it could make no distinction between the applicants on a basis of relative needs of the communities. Plans of all three applicants were found "well designed to serve the needs of the Greater Miami area." But the Brake and Everglades applications were preferred, FCC said, because of plans for more extensive participation by the applicants in station affairs.

Choosing Mr. Brake for the proposed grant, the Commission noted that he has been a Miami resident for 12 years, "has an excellent background in radio communications" including experience with WQAM, has no other business interests, and would devote fulltime to the station. Mr. Brake was a Navy commander in the war.

Everglades is owned by Joseph B. Falt Jr. (60%), of Chase Nursery Co., Huntsville, Ala., who would be general manager, and Harold E. Sheffers (40%) of Miami, formerly of the commercial department of WOL Washington and with several other stations, who would be station manager. Peninsular is owned by George W. Thorpe (57.85%), advertising director of *Miami Daily News*, who would be general manager; P. J. Manson of Miami Shores, physician and surgeon, and Martha E. Manson, who have 19.16% each, and Thomas H. Anderson (3.83%), attorney.

WMIX MT. VERNON, ILL.

The Pioneer **FM** *Station in the Heart of Southern Illinois*

6 Weeks *on the air!*

In the Public Interest

THIS WE HAVE DONE:

Developed and broadcast programs featuring representation of

Good Samaritan Hospital Drive
Fire Prevention Week
Market Reports
Register-to-Vote Campaign
Farm Bureau
League of Women Voters
Mount Vernon Library
United States Employment Service
Girl Scout Week

W M I X

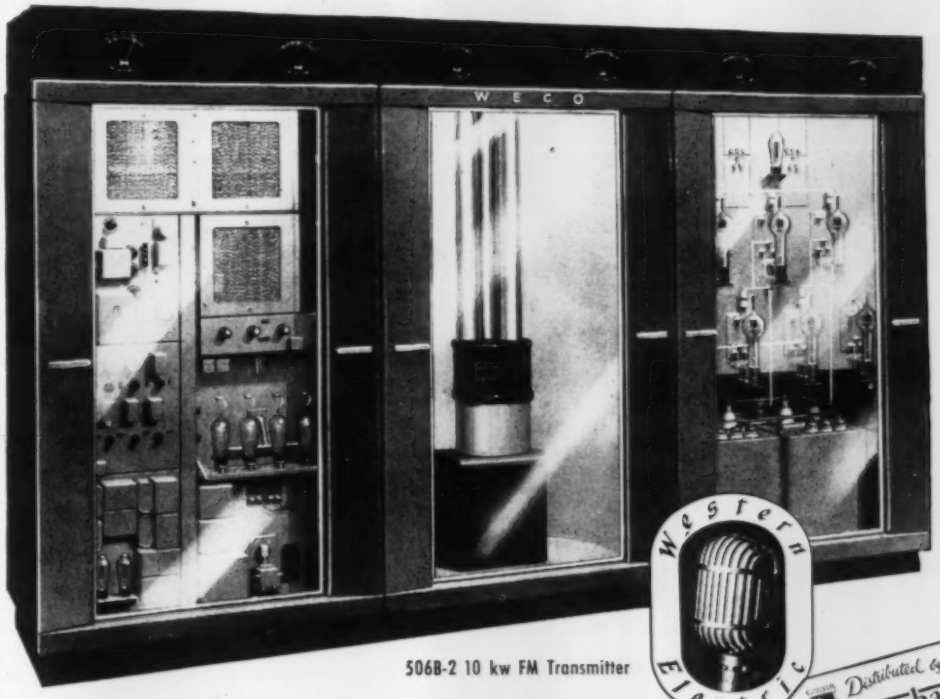
Boy Scouts of America
American Legion
Veterans Administration
Veterans of Foreign Wars
Mount Vernon Ministerial Association
Federated Trade and Labor Council

Also on the Air—

High School Football Games
Local Live Talent Programs
"The Sub" (program for Teen Town)

MT. VERNON RADIO AND TELEVISION CO.

Smash Hit at the NAB Convention



506B-2 10 kw FM Transmitter

Styled for Tomorrow by

Henry Dreyfuss

Working closely with Henry Dreyfuss—one of America's leading industrial designers—the engineers of Bell Telephone Laboratories have created a truly outstanding line of FM transmitters.

Their TRANSVIEW design is *functional design* at its best. It contributes to sparkling, business-like beauty—to improved circuit design and equipment layout—to ease of operation and maintenance.

Western Electric

Distributed by Graybar — Offices in 93 Principal Cities

Western Electric FM Transmitters featuring TRANSVIEW design

HERE'S WHY broadcasters who saw the 1 kw TRANSVIEW design FM transmitter at the NAB Convention were so enthusiastic.

They liked the full-length glass doors, which provide an unobstructed view of all tubes at all times.

They liked its striking modern appearance—and its attractive station call letters.

They liked its big, easy-to-read meters and its ease of access to components.

Most of all they liked its *low* intermodulation, its *low* harmonic distortion and all the other top-notch operating characteristics which put it as far out in front in performance as it is in appearance.

For full details: ask your local Graybar Broadcast Representative—or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS

IMPORTANT TO RAD

There has been a big shift in
great Cincinnati market in the
Ask Free & Peters for a comp
breakdown covering the entire

AD) TIME BUYERS . . .

shift in listening habits in the

in the past six month Hoopers.

complete six months' Hooper

e entire situation.

Editorial

GOP Tide & Radio

THE REPUBLICAN landslide inevitably means rough sledding ahead for the FCC, predominantly a New Deal agency since its creation twelve years ago. Sternest critics of the FCC will be in control of the legislative processes when the new Republican-controlled Congress convenes Jan. 3.

An investigation of the FCC is likely. Legislation to reorganize the FCC is possible. Legislators like Senator White of Maine, Senator Tobey of New Hampshire and Representative Wigglesworth of Massachusetts, heretofore a frustrated but vocal minority, will be in the legislative saddle.

There is an FCC vacancy. It is unlikely now that OPA Administrator Paul A. Porter, ostensibly "on leave" from the chairmanship, will be renamed by President Truman. Presumably he would prefer to return to private life. An able man who bore the burden of Government's most unsavory task in the postwar economy, Mr. Porter is urged for the presidency of Broadcast Music Inc., radio's-owned music source. We hope he accepts. The job is big, what with ASCAP contracts expiring in 1948. It takes a big man.

The Commission does not have a member with any practical broadcasting experience, yet it devotes 90% of its time to broadcast matters. The FCC has suffered because it has not had the broadcasters' viewpoint presented in its private sessions. The Blue Book is a shining example.

A practical broadcaster should be named, irrespective of party labels. The unexpired Porter term runs until June 30, 1949.

Earlier this year we suggested that a man of the calibre of C. W. (Chuck) Myers, founder of KOIN Portland, would make a fine choice. He had just sold his station—one of the nation's best in point of program attainment and public service.

Another broadcaster who, in our judgment, would prove a boon on the regulatory body is Paul W. Morency, general manager of WTIC Hartford since 1929. He has the respect and confidence of his fellow broadcasters. He has worked hard for better radio both on the NAB board of directors as a head of numerous important committee functions. His station has a fine reputation.

We don't know whether Mr. Morency or Mr. Myers would be available. We don't know their politics, if any. We do know that they represent the calibre of broadcasters capable of performing outstandingly on the FCC.

Time for a Time Change

THE TIME-BOMB didn't explode at the NAB convention. Broadcasters, who were expected to break precedent with a demand for relief from the DST chaos, succeeded merely in getting through an innocuous resolution.

This resolution took cognizance of the "confusion to listeners and the disruption of orderly broadcasting" brought about by the switchovers in April and September, and endorsed the principle of "uniform time systems." It requested officers of NAB to promote Federal legislation to establish uniform time. It further resolved that, pending Federal action, it "recommended that the networks give serious consideration to the feasibility of operating on standard time."

These things the resolution didn't mention:

That listening habit is the cornerstone upon which a radio audience is built and any change in time not only causes confusion but curtails listening.

That the reduction in listening stimulates advertisers in taking a summer hiatus and hurts radio in general.

That a majority of stations operate in non-DST areas.

That radio in about three-fourths of the country is sold short to benefit the other fourth in which network programs originate.

The resolution should have stated flatly that the NAB favors elimination of DST during the summer until there is Federal action establishing uniform time nationally.

Railroads and airplanes and ships and buslines operate on local standard time. We imagine the birds and the bees do it.

So why not radio?

Free Speakers

PUBLISHED in this issue are the comments of some of our nation's best-known contemporary defenders of liberty on the issue of freedom of speech.

There are those who have spoken up before against unwarranted encroachments upon basic liberties by Government. Their words might have meaning today in the face of such arrogations as those implied in the FCC's Blue Book, which its defenders say is to remain "unbleached."

Here are a few selected words from the mouths and pens of a few selected gentlemen. Embroidered in silk, embossed in bronze or merely chalked on the wall, they might lend practical as well as esthetic value to the decor of some Governmental offices.

The arts of power and its minions are the same in all countries and in all ages. It marks its victim; denounces it; and excites the public odium and the public hatred, to conceal its own abuses and encroachments.

—Henry Clay

. . . freedom of religion; freedom of press; freedom of person under the protection of the habeas corpus; and trial by juries impartially selected,—these principles form the bright constellation which has gone before us, and guided our steps through an age of revolution and reformation.

—Thomas Jefferson

Even when laws have been written down, they ought not always to remain unaltered.

—Aristotle

The remedy is worse than the disease.

—Francis Bacon

That fellow seems to me but to possess one idea, and that is a wrong one.

—Samuel Johnson

The newspapers! Sir, they are the most villainous, licentious, abominable, infernal —Not that I ever read them! No, I make it a rule never to look into a newspaper.

—Richard Brinsley Sheridan

Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech.

—Benjamin Franklin

The office of Government is not to confer happiness, but to give men opportunity to work out happiness for themselves.

—William Ellery Channing

(On reflection, we recommend that copies be struck off for the offices of all who participate in broadcasting—to be hung on the walls of network executive offices, in the foyers of broadcasting stations, in the council chambers of national associations and—let us be last to take the narrow view—in the prisms occupied by editors and publishers.)

Our Respects To—

KEITH SINCLAIR ROGERS

IT'S ALMOST forty years since Keith Sinclair Rogers first went on the air. There's no mistake in the count. It was in 1907, when he had just turned 15, that he had a one inch spark coil transmitter on the air, used a coherer relay and decoherer as receiver.

Keith Rogers has never left radio since. Today he is owner of CFCY Charlottetown, P. E. I., a 5 kw station which grew up from a 10 watter in 1921, and still operates an amateur station VE1HI. He is president of the Maritime Association of Broadcasters and last Wednesday he was named honorary president of the Canadian Association of Broadcasters.

Keith Rogers' interest in radio has permeated his entire family. Mrs. Keith Rogers (Flora Smith till she was married in 1912) is vice-president of Island Radio Broadcasting Co., owners of CFCY, and is also musical director of the station. She is as well-known to Canadian broadcasters as is her husband, the two always appearing at meetings of the industry. Their eldest daughter, Margaret Elizabeth, is director of women's programs and continuity editor of CFCY, and her husband, R. F. Large, is program director and chief engineer. Second daughter, Marianne Grantham, was on CFCY's staff before her marriage to Lieut. Commdr. A. K. Morrow, maritime regional director of agricultural broadcasting for Canadian Broadcasting Corp., at Halifax. Their only son, William Keith, was a wireless mechanic in the Royal Canadian Air Force, is now studying at the Juilliard School of Music in New York. Their two grandchildren, Brenda Large and Andrew Keith Morrow, can be expected to follow in radio when they reach the kindergarten stage.

Lest anyone should get the impression that the Rogers family is the full staff of CFCY, the record shows that the staff numbers 25, of whom 14 are war veterans. Mr. Rogers still recalls that the first CFCY, licensed under those call letters in 1924 as the first commercial broadcasting station in eastern Canada, had a full staff of two people, himself and a teen-aged assistant.

Quiet-spoken, genial, grey-haired Keith Rogers is typical of the small town Canadian broadcaster who has his community interest at heart. In his case the community covers most of Canada's smallest province, Prince Edward Island, a rural area in the Gulf of St. Lawrence, whose people live largely by the produce of the land and the sea. CFCY is located in the provincial capital, and caters in its programming to the desires of the people of the province. A basic station on the CBC

(Continued on page 51)

He Knows All... He Tells All...

Fred Robbins, popular WOV disc-jockey and emcee of the "1280 Club"

Age, Sex, Income, Where and How They Live— NOW, All the Facts on "1280 Club" Listeners

TO our knowledge, WOV's Fred Robbins is the only emcee of a radio show who can tell you everything there is to know about his listening audience.

Recently, "The Pulse, Inc." analyzed the first 25,000 registered members of, and ardent listeners to, WOV's "1280 Club", broadcast nightly from 6:30 to 9:00 p.m.

The results are astounding and reveal the actual "'who, what, where and when" of an audience. For example:

The "1280 Club" delivers 1280 listeners for a dollar.

Their average age is 23 years and eight months.

56% are women . . . 44% are men.

11% are in the high income group . . . 69% in the middle income group . . . 20% in the lower group.

Almost 60% have telephones when the New York City average is only 39%.

96% live in New York's concentrated metropolitan area. And we can tell you the home address of each one.

Get the complete facts on this authentic analysis of one of the most consistent and desirable audiences listening to any New York independent station. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

We Want You To Know What You Get For Your Dough!

WOV

NEW YORK

BMI *Pin Up* SHEET

Hit Tunes for November
(On Transcriptions)

BEST MAN, THE (Vanguard)
LANG-WORTH—Four Knights
" Tommy Tucker
STANDARD—Leighton Noble
" The Starlighters
THESAURUS—Novatime Trio
CAPITOL—Pee-Wee Hunt
" Peggy Lee
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliott Lawrence
WORLD—Les Brown

COFFEE SONG, THE (Valiant)
LANG-WORTH—Blue Barron
THESAURUS—Jumpin' Jacks
WORLD—Les Brown
STANDARD—De Castro Sisters
MacGREGOR—Henry King
CAPITOL—King Sisters

EV'RYBODY LOVES MY BABY, MY BABY (Goode)
MacGREGOR—Music A La Carter
LANG-WORTH—Frankie Carle
CAPITOL—King Sisters

(I LOVE YOU) FOR SENTIMENTAL REASONS
CAPITOL—Eddie Le Mar (Duchess)

I GUESS I'LL GET THE PAPERS AND GO HOME (Campbell-Porgie)
LANG-WORTH—Claude Thornhill
" Tommy Tucker
THESAURUS—Sammy Kaye
WORLD—Russ Morgan
CAPITOL—Peggy Lee
STANDARD—Leighton Noble
MacGREGOR—Eddie Oliver

IT'S ALL OVER NOW (BMI)
WORLD—Russ Morgan
LANG-WORTH—Tommy Tucker
THESAURUS—Jumpin' Jacks
STANDARD—Dick Jurgens
MacGREGOR—Eddie Oliver
ASSOCIATED—George Towne
CAPITOL—Jan Garber

IT'S MY LAZY DAY (Stevens)
ASSOCIATED—Evelyn Knight
LANG-WORTH—Chuck Foster
THESAURUS—Novatime Trio
WORLD—Russ Morgan
STANDARD—The Coronettes

RICKETY RICKSHAW MAN, THE
LANG-WORTH—Les Elgart
MacGREGOR—Jimmie Grier
WORLD—Russ Morgan (Peer)
THESAURUS—George Wright

TOO MANY IRONS IN THE FIRE
ASSOCIATED—Richard Himber
" Stardusters
LANG-WORTH—Blue Barron
" Al Trace
" Chuck Foster
WORLD—Russ Morgan (Marks)
MacGREGOR—Don Swan
" Jimmie Grier
THESAURUS—Novatime Trio
CAPITOL—Hal Derwin

VEM VEM (Pemora)
LANG-WORTH—Ron Perry
MacGREGOR—Don Swan
WORLD—Jose Morand
THESAURUS—Music of Manhattan

WHEREVER THERE'S ME THERE'S YOU (Republic)
PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
MacGREGOR—Red Nichols
LANG-WORTH—Blue Barron
THESAURUS—Sammy Kaye
STANDARD—Dick Jurgens
CAPITOL—Peggy Lee

WHICH WAY DID MY HEART GO?
ASSOCIATED—Richard Himber
MacGREGOR—Music A La Carter
PIN UP—Enoch Light (Chelsea)
THESAURUS—George Wright

WHO TOLD YOU THAT LIE? (Stevens)
ASSOCIATED—Galli Sisters
" Phil Brito
PIN UP—Enoch Light
WORLD—Les Brown
STANDARD—Dick Jurgens
THESAURUS—Novatime Trio
MacGREGOR—Don Swan
LANG-WORTH—Blue Barron
" Al Trace

WITHOUT YOU (TRES PALABRAS) (Peer)
THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MacGREGOR—Aaron Gonzales
" Jimmie Grier
" Veramae Stevens
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordova
STANDARD—Carlos Molina
" The Californians
WORLD—Mischa Borr

BMI
BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

MANAGEMENT

EARL F. LUCAS, WPAT Patterson, N. J., chief engineer since 1941, has been appointed vice president in charge of engineering of the station. A radio ham since 1919, Mr. Lucas entered radio professionally in 1925 as a field engineer for the Philco Radio Corp., leaving that position several years later to become a field engineer for the D. W. May Co., wholesale electronic equipment distributor. He joined WPAT in 1941.

EDWARD J. DeGRAY, business manager of WBT Charlotte, N. C., has been elected assistant secretary and a member of the board of directors of Southeastern Broadcasting Co., station licensee. The home office of Southeastern Broadcasting also has been moved from Greensboro to Charlotte as final step in a program to concentrate activities of the company in Charlotte. Licensee firm is a division of Jefferson Standard Life Insurance Co. Greensboro. Mr. DeGray started in radio in 1937 with CBS New York as liaison between accounting division and Radio Sales. In 1940 he transferred to WBT, then owned by CBS, as auditor and office manager. When WBT was purchased by Southeastern in 1945 he became business manager.

Mr. DeGray

IRA DILWORTH, British Columbia regional representative of CBC, Vancouver, has been elected chairman of the newly formed Community Arts Council of Vancouver.

DAVID ARMSTRONG, assistant manager of CKNW New Westminster, B. C., and **LILLIAN JACKSON**, member of station's continuity department, have announced their engagement. Wedding is set for early 1947.

H. M. PALMER, executive assistant of CBC Ottawa, has been appointed secretary to the CBC board of governors.

GEORGE CHANDLER, owner of CJOR Vancouver, B. C., has been in the Vancouver General Hospital for two months. He is expected to be there until end of November.

BURRIDGE D. BUTLER, president of WLS Chicago and publisher of the Prairie Farmer, has gone to Phoenix, Ariz., for the winter. He was accompanied by Mrs. Butler and **GEORGE COOK**, WLS treasurer. Latter remains there for two weeks to take care of business affairs in conjunction with operation of KOY and other business interests.

TESTING Milwaukee's most famous product are Gaston Grignon (l), general manager of WISN, and George W. Brett, vice president and general manager of the Katz Agency, New York. Occasion was a luncheon for Mr. Katz, held at Milwaukee Athletic Club by Mr. Grignon and staff.

NORMAN J. OSTBY, assistant to DON SEARLE, ABC Western Division vice president, is father of a boy born Nov. 2.

G. A. RICHARDS, owner of KMPC WGAR WJR, is in Detroit for eight weeks overseeing operations there.

New Crosley FM Outlet Slated to Start Nov. 15

WLWA, 1 kw FM station of the Crosley Broadcasting Corp., Cincinnati, is scheduled to go on the air Friday (Nov. 15), Wilfred Guenther, newly-appointed manager of the station, announced last week.

Eight-hour daily operation is planned, with tentative schedule calling for a two-hour broadcast period starting at noon, and late afternoon and evening programs ending at 11:30 p.m. Most programs will run 30 minutes, concentrating on good music with short newscasts at regular intervals Temporary antenna site is the Carew tower and first programs will originate from WLW studios.

WGN Building on TV Is Started Immediately

CONSTRUCTION of transmitter facilities for WGN's new television station, granted Nov. 1 by the FCC, will get underway immediately, Carl J. Meyers, WGN director of engineering, has announced.

Transmitter will be located in the Tribune Tower, Chicago, with the antenna atop the tower, 500 feet above ground level.

Call letters for the new station have not yet been decided. With the addition of television, the *Chicago Tribune* climaxed 25 years in the broadcasting field during which time it has operated WGN, FM, which it began with WGNB in 1941, and facsimile broadcasting, resumed last July after experimental broadcasting in 1939.

The new station expects to be on the air by next May or June, according to Frank P. Schreiber, WGN general manager.

FAMILY

WIBW HAS BEEN A FARM STATION FOR 20 YEARS. WE SELL KANSAS AND ADJOINING STATES BECAUSE WE'VE SERVED THEM WELL. WE'RE ONE OF THE FAMILY.

WIBW The Voice of Kansas in TOPEKA

Mutual Club of N. Y. vs. The Atlantic Club of Brooklyn
From Frank Leslie's Illustrated Newspaper, Aug. 26, 1865
Reproduced in James Truslow Adams' "Album of American History" (Scribner's)

In **1865**

and

In **1946**

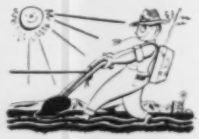
Almost a century ago, the Mutual Club of New York fought a stirring baseball contest with the Brooklyn Atlantics for "The Championship of the United States." Score: 12 to 13. "A vast assemblage"—see it under the elms in the background?—watched this great grand-daddy of today's World Series.

How times have changed! In 1946, Mutual (the World's Largest Network) again broadcast exclusively the classic that clicks in one out of every three U.S. homes—seven afternoons straight! Today, the assemblage is truly *vast*, with over 60.6% of all citizens taking in one game or more at their Mutual kilocycle. To Gillette and Baseball, Inc., Mutual says "thanks."

On the strength of this showing, Mutual invites you to look at the complete box-score of radio values. We can demonstrate Mutual's penetration of metropolitan markets... show how its single station ratings go sky-higher still... and how Mutual coverage and programs have made us the "More for Your Money" buy in national sales.

MUTUAL BROADCASTING SYSTEM

REPORT FROM
THE FARM FRONT



With only a modicum of press razzle-dazzle, KFI's "NOON FARM REPORTER" goes about the urgent business of bringing farmers in the Pacific Southwest a daily program that is tailored exclusively to their needs. This five-year-old Public Interest feature has no peer in America's richest agricultural area, due largely to the prodigious efforts of the program's emcee—Nelson McIninch. Young and personable, Reporter McIninch combines long-time air experience with a vast knowledge of modern farm practices. He has built up an amazing network of contacts with both private and governmental agricultural organizations to insure the utmost in accuracy and timely service in his daily broadcasts.

To illustrate the helpfulness of the "NOON FARM REPORTER" in all matters pertaining to the soil, here is a recent testimonial from an executive in the Los Angeles County Farm Loan Association. This gentleman asked KFI to mention the availability of loans to ex-servicemen who are seriously intent upon becoming farmers. One announcement regarding the loans was made on the "NOON FARM REPORTER" program as a public service. Result was an extended jamming of switchboards not only at the Los Angeles County office but at the Loan Association office in every county in Southern California. Let KFI jam a switchboard for *you*.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

COMMERCIAL

TOM PETERSON, manager of the Chicago office for Taylor-Howe-Snowden Radio Sales since 1944, has been named assistant general manager of the organization. His expanded duties will include coordination of THS sales offices in New York, Chicago, Dallas, Los Angeles and San Francisco. In addition he will supervise research department. Representation of the THS stations has been taken over by Keenan & Eickelberg, West Coast firm, with **WILBUR EICKELBERG** in charge of Los Angeles office and **HUBBARD KEENAN** in charge of San Francisco office. In addition to THS list, Keenan & Eickelberg also handles West Coast sales for WOR New York and WGN Chicago.

SAMUEL R. WHITE, sales promotion manager of WIBC Indianapolis, has been named assistant to general manager in charge of WIBC sales and sales promotion. From 1935-37 Mr. White was new business department manager, Indianapolis News; rotogravure manager, Indianapolis Star 1937-43; assistant, later sales promotion manager, WLW Cincinnati, 1943-44; sales and promotion manager Indianapolis Star, 1944-45. He joined WIBC in August 1945.

Mr. White

MORGAN A. RYAN, former vice president and a member of the plans board of Grant Adv., has joined ABC as account executive.

FRANK BOWES, salesman for KYW Philadelphia, is resigning to join NBC spot sales. He will cover Philadelphia, Washington and the Baltimore areas.

ARTHUR A. ENGEL after four years with the Marine Corps has been appointed sales manager of WLIB New York. Previous to his serving with the armed forces Mr. Engel was with the Washington Post.

MARTIN SCHADI, since release from war service engaged in display advertising sales for Washington, D. C., newspapers and sales manager, Varityper composition department, Ralph C. Coxhead Corp., has been appointed sales manager of WQQW Washington, new daytime outlet on 570 kc with 500 w. On special overseas assignments with Office of Strategic Services during the war, Mr. Schadi previously had been in graphic arts and radio work in California. WQQW will limit commercial announcements to four per hour. No programs are to be interrupted for commercials under policy which is designed to make sales messages more effective to advertisers and less objectionable to listeners.

Mr. Schadi

RADIO SALES, spot broadcasting division of CBS, has moved from its former offices at CBS headquarters, 485 Madison Ave., New York, to new quarters at 501 Madison Ave., formerly occupied by WNEW. Telephone remains the same, WIckersham 2-2000, which also is number for CBS headquarters.

ART CARVETH, RCAF veteran, has joined the sales staff of CKCB Timmins, Ont.

RICHARD B. STARK, former national representative of the Lone Texas Network (KVIC KNET KSAM KIOX), has assumed his duties as sales manager of WHIT New Bern, N. C.

Mr. Stark

LOUISE COX has been named head of the traffic department of WJSC Jacksonville, N. C.

GORT WILBUR, sportscaster, has taken on added duties as sales staff member.

JACK BALLANTYNE, RCAF veteran, has joined CHEX Peterborough, Ont., as salesman.

AGNES TURN, formerly of WTHT Hartford, Conn., has joined KECA Hollywood sales department.

WOPI-FM Transmitter Site Housing Underway

MODEL transmitter housing of WOPI-FM Bristol, Tenn., located atop Virginia's White Top Mountain, is expected to be completed by Nov. 30, according to W. A. Wilson, president and general manager of WOPI, with exception of transmitter itself.

Two-story fire-proof structure is being built of concrete, cinder block and steel, will contain two bedrooms, kitchenette, bath, transmitter room and control room on second floor and fuel oil steam heating plant, laundry room, storage room and space for three automobiles on first floor. Station already has purchased snow-plow-equipped jeep. Complete spring water and sewage systems are being installed. Antenna tower will be self-supporting, 187.5 feet high, 2,210 feet above average terrain. Three-bay turnstile RCA antenna and beacon will be employed. Programs will be relayed by radio link from Bristol studios, 35 miles airline distant.

WOPI-FM is to begin operations Jan. 1, will serve about 3,500,000 people.

Everyone likes music
KSFO
SAN FRANCISCO
represented by
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

Respects

(*Continued from page 46*)

Dominion network, it brings its audience in addition to local programs, a variety of programs from other sections of Canada and the U. S.

His interests in communal affairs are not exclusively through CFCY. In the early days of broadcasting he became a voluntary instructor on radio in the provincial government technical school at Charlottetown.

In 1922 he brought the first broadcast from outside Charlottetown to an audience at the school, including the governor and premier of the province when receivers he had built picked up WGY Schenectady for an hour's program.

He has been a leading figure in Chamber of Commerce development in the area, being currently president of the Maritime Board of Trade, and a national councillor of the Canadian Chamber of Commerce. He has always been interested in education, boys and girls work in the province, programs, many educational and youth programs on CFCY.

Mr. Rogers was born at Summerside, P. E. I., Jan. 19, 1892. His schooling was at Charlottetown, and he graduated from Prince of Wales College in that city. After selling life insurance for a while, he became manager of the Prince Edward Island branch of the Canada Life Insurance Co., a post he held for nine years, after which he formed W. K. Rogers Agencies Ltd.

His radio career after his first spark coil transmitter was continued with a 500 w rotary spark transmitter in 1911, and a year's service as a wireless operator at sea. In 1911 he received a commission as lieutenant in the Canadian Signal Corps, and at Petewawa military camp in Ontario, he built the Canadian Army's first portable field wireless station. In 1912 on a crystal detector he heard his first radiotelephone broadcasts from the DeForest laboratories in New York.

During World War I he served as a signal officer in eastern Canada, was communications officer at Halifax when U. S. Coast Guard ships sailed into Halifax in 1916, using radiophone communication between ships and shore. At the end of World War I he held the rank of lieutenant-colonel.

In 1921 Keith Rogers built his first radiophone station, the 10-w 9AK, using batteries for all power. This station gave eastern Canada its first broadcast entertainment, was followed the next year with a 25 w station under the call of 1OAS. In 1924 CFCY was licensed with 100 w, operated three hours daily. Station has been on the air ever since, has grown in power and service, is now on the air 16½ hours daily.

When he is not busy with radio, he likes taking color movies, fishing for salmon and trout, shooting with rifle and shotgun. He can always turn to amateur station VE1HI and talk to other amateurs the world over on 10 and 20 meters. He belongs to the Charlottetown Club, is a vice president of the P. E. I. Fish and Game Association, is a Rotarian and Kinsmen, is a member of the Radio 20 Year Club and the Canadian Radio Quarter Century Club.

Opening Night Interviews

NEW wire recorded program, "Going Places," featuring interviews at opening nights of theatre, night club and sporting events has started on WCFL Chicago. Program is prepared by Malcolm-Howard Adv., Chicago, and is sponsored by Newart's Dept. Store. Guy Savage is m.c.

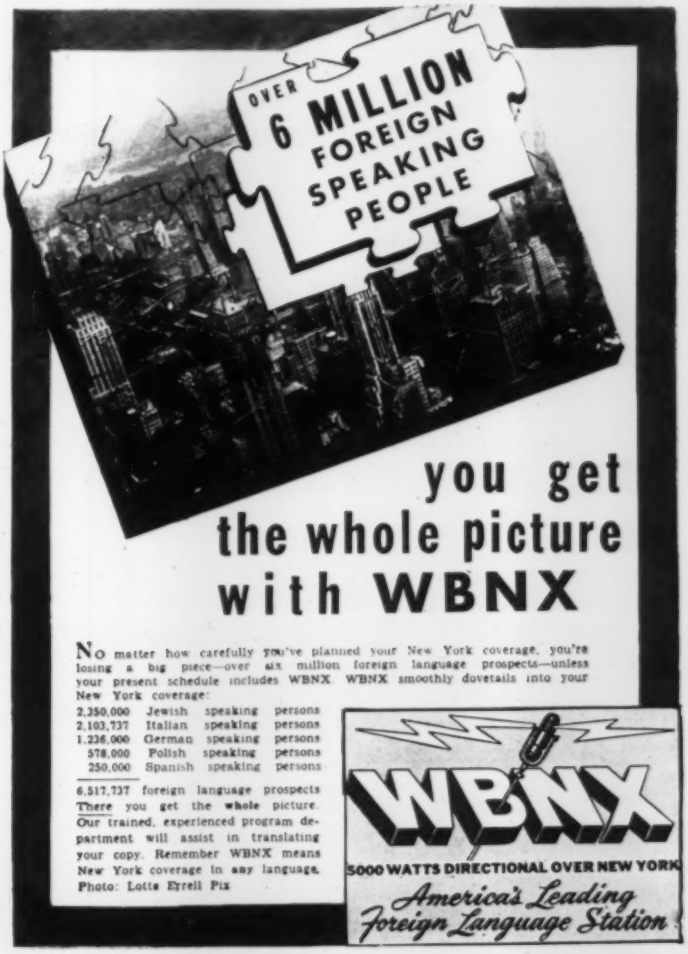
JEWISH GROUP HITS N. Y. TV APPLICANT

AMERICAN JEWISH CONGRESS, which opposed the New York *Daily News*' FM application with charges that the newspaper is anti-Semitic and anti-Negro, has asked FCC to consider the same charges in passing upon the *News*' application for a New York television station.

The *News*, which in a four-day hearing on its FM application opposed consideration of the AJC claims in the first place and then sought to discredit the charges [BROADCASTING, Oct. 7], in a counter-petition last week objected to an extension of the evidence to the television case, which was heard some five months ago [BROADCASTING, June 10].

FCC, the *News* argued, lacks jurisdiction to consider evidence relating to the newspapers editorial and news content. Further, it contended, AJC was aware of the video application before the record was closed but made no effort to enter the hearing at that time.

The Congress petition claims evidence in the FM hearing "shows that the public interest, convenience and necessity will not be served" by a grant to the *News*, and that the evidence is also applicable in the television case.



you get the whole picture with WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX. WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking	persons
2,103,737	Italian speaking	persons
1,236,000	German speaking	persons
578,000	Polish speaking	persons
250,000	Spanish speaking	persons

6,517,737 foreign language prospects There you get the whole picture. Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language. Photo: Lotte Errell Pix

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

FOR BLANKET COVERAGE IN IDAHO

KSEI
POCATELLO • IDAHO

In Eastern North Carolina your product is sold when you use . . .

WRRF
Washington, North Carolina

930 KC • 1000 Watts

Soon 5000 Watts

Local advertisers know when they get results from their advertising dollar. In the rich agricultural belt of Eastern North Carolina, WRRF is the favorite of local advertisers, because they know it sells their market . . . a market with an annual income from tobacco alone of over $175,000,000.00.

One merchant used WRRF exclusively to advertise his services. He is now happily building a new, enlarged plant to take care of his increased business. A food product concentrated its advertising budget for the area on WRRF and increased its sales volume 400 per cent throughout this territory of 600,000 potential buyers.

By concentrating your sales effort on WRRF, you too can cash in on this "as good as gold" market . . . if you want to sell Eastern North Carolina, write us for details.

ABC NETWORK

TAR HEEL BROADCASTING SYSTEM
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York . Chicago . Los Angeles

IT'S THE NEW
"MUSIC BOX"

The New "MUSIC BOX" features JIM GIBBONS as M. C. and IDA CLARK at the Hammond Organ. The show is broadcast before a live audience on hand for laughs and a chance to win one of the many prizes . . . prizes that vary from orchids to fine cigarette lighters, to nylons, to famous-make fountain pens and many others. And the air audience has a chance to share in the prizes, too.

It's a winner for the listener, the participant and the advertiser.

MONDAY thru FRIDAY
2 to 2:30 P.M.

The Evening Star Station
WMAL
5000 WATTS • 630 KC
IN WASHINGTON, D. C.

EDMUND J. SHEA, for seven years with Lever Bros. Co., Cambridge, in charge of buying spot radio time, has joined the Boston staff of James Thomas Chirug Co. as director of radio.

DAVID H. HARRIS, former copywriter at S. R. Leon Adv., New York, has joined The Gravenson Co., New York, in same capacity.

JACK GREGORY, copywriter of Allied Adv. Agencies, Los Angeles production department, has been made account executive.

JEAN BREHME, former account executive of Associated Adv., Los Angeles, has joined Harry J. Wendland Adv., that city, in similar capacity.

JEANNE FRIEDMANE, publicity director of Hugo Scheibner Adv., Los Angeles, has resigned to take up residence in New York.

PAT WARFIELD, former news writer-announcer of KLAC Hollywood, and prior to that on NBC newsroom staff, has joined Hixson-O'Donnell, Los Angeles, public relations department handling copy and radio.

NANCY DINSMORE, formerly in radio department of Lennen & Mitchell, Beverly Hills, Calif., has joined Abbott Kimball Co., Los Angeles, as assistant publicity director.

WESLEY FARMER, separated from Army as major, has rejoined Botsford, Constantine & Gardner, Los Angeles, as account executive.

JASPER, LYNCH & FISHEL, located at 17 E. 40th St., New York, has moved its copy department into additional space at 420 Madison Ave., New York.

MOUNCEY FERGUSON and **JOHN A BAIRNSFATHER** have joined Geyer, Cornell & Newell as copywriter and in a merchandising capacity respectively. Mr. Ferguson was formerly with Federal Adv., and Mr. Bairnsfather recently was released from the Eighth Air Force.

WELLES R. WILEY, former advertising and sales promotion manager of Sunset Electric Co., Seattle, has joined West-Marquis that city as account executive.

ABBOTT KIMBALL Co. has moved San Francisco offices at 155 Sansome St.

SEAMUS O'HANRAHAN, for many years editor of Pacific Shipper, has established O'Hanrahan Pacific Agency at 510 Battery St., San Francisco.

CLIFF LEWIS, director of the motion picture department of Ruthrauff & Ryan, Hollywood, has resigned to become publicity and advertising director of Argosy Pictures, independent production unit.

ERWIN MAUS, onetime with WHN New York and recently general manager of Western Reserve Distributors (home appliances), has been named director of the new business department of Gregory & House, Chicago.

RUSSEL M. SEEDS Co., Chicago, has removed its offices to temporary quarters at 1009 N. State St. pending completion of new and expanded quarters in the Palmolive Bldg.

DAVID DOLE, associate radio director of Henri, Hurst & McDonald, Chicago, has been appointed to the board of governors, Chicago Federated Advertising Club.

GILBERT R. LESSER, former vice president of Emil Mogul Co., New York, has joined the Arnold Cohan Corp., New York, as vice president and account executive.

EARLE A. BUCKLEY Organization, Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

STANLEY FLORSHEIM, former director of merchandising of ABC, is now with Schwimmer & Scott, Chicago, handling sales of the agency's new hour-long program, starring Mickey Rooney, Groucho Marx and Frances Langford. Show is scheduled to start on Mutual in early 1947 under sponsorship of a group of department stores across the country. With ABC for four years, Mr. Florsheim developed the network's cooperative program department and served as its head until last spring when he was appointed merchandising director.

CLARE WALSH, radio writer at Schwimmer & Scott, Chicago, and writer on WGN Chicago "Mr. and Mrs." show, was married Nov. 4 to **BILL WRIGHT**, independent writer-producer.

NATHAN A. TUFTS, former vice president and director of the Hollywood radio department of Ruthrauff & Ryan, has joined **W. Earl Bothwell Adv.**, Pittsburgh and New York, as head of agency's newly established West Coast branch at 1624 N. Hudson Ave., Hollywood. Onetime with J. Walter Thompson Co., Mr. Tufts had been with Ruthrauff & Ryan since 1934 in various radio department capacities. During past four years he had directed the R & R Hollywood radio department which was responsible for the production of such programs as Jack Benny, "Amos 'n' Andy," Dick Haymes, Bob Burns etc. He was made R & R vice president in 1943.

Mr. Tufts

GEORGE M. KOVACS, former advertising manager of Bellco Plastics, Mt. Vernon, N. Y., has joined Rea, Fuller & Co., New York, as account executive.

BILL WILLIAMS, former production manager, MacFarland, Aveyard & Co., New York, has joined Morse International, New York, as assistant to the director of production and service detail.

CORT N. PALMER after service with the Army and formerly on the creative staff of MacFarland, Aveyard & Co., New York, has joined Peck Adv., New York, in same capacity.

KARL KNIPE, HERBERT A. THOMPSON and CHARLES K. ELLIOTT have been elected vice presidents of Anderson, Davis & Platte, New York.

ROBERT LEDNER has joined George Elliott Adv., New York, as account executive.

FERWARDA-BOONE Inc. has been formed at 15 E. 40th St., New York, by **PAUL R. FERWARDA**, president, and **JULIAN BOONE**, vice president. Mr. Ferwarda formerly was account executive with Marschalk & Pratt and Craven & Hedrick. Mr. Boone previously had been sales promotion manager of the spot sales division of ABC and also had been with CBS.

LESTER LOEB, former vice president of Charles M. Storm Co., has been appointed assistant to the president and general manager of Emil Mogul Co., New York.

ARNOLD COHAN Adv., formerly located at 390 Fourth Ave., New York, has taken larger quarters at 1860 Broadway.

JOHN H. HOEFER & Co., San Francisco, has changed its name to Hoefer, Dietrich & Brown.

F. J. SMALLEY Jr., manager of Smith, Bull & McCreery, New York, is in Hollywood for week's conference.

GEORGE HARSHBERGER, former cooperative advertising manager of United-Rexall Drug Co., Los Angeles, has joined Glasser-Gailey, that city, as executive assistant in charge of new business.

DON BERNARD, Hollywood manager of Wm. Esty & Co. and producer of CBS "Blondie" show, is on three weeks hunting trip in Northern California and Oregon, recuperating from recent illness.

LEE SMITH, Army veteran and former copy writer of The May Co., Los Angeles department store, has joined Smalley, Levitt & Smith, that city, in similar capacity.

HARRY PESIN has been named copy chief by Lester "L." Wolf Inc., New York.

WELNER W. WILLIAMS has been named assistant to the director of production and service detail by BBDO New York.

MARJORIE GREENBAUM has resigned as copy chief of R. H. Macy & Co., New York, to join Foote, Cone & Belding, New York.

HOWARD WOOKEY Inc., Hollywood agency, has been discontinued.

Video Play Contest

CONTEST for a prize-winning play to be performed Dec. 1 on WNBT New York, NBC's television station, is being conducted by the U. of Miami (Fla.) Playmakers. Six scripts will be selected by Miami U. drama department and will be airmailed to NBC television studios where a board of four will choose winning play. Actors will be chosen from among group of 20 drama students at the university who will fly to New York on Nov. 24 for an eight-day workshop session in stage, radio and television. Judges for the contest include Owen Davis Jr., NBC television director of literary rights and scripts, and NBC Television Producers Edward Sobol, Ernest Colling and Frederic Coe.

Contest Winner

AN ALL-EXPENSE 10-day trip to Bermuda was the prize won by Lucille Mathney, Merrick, L. I. 10, N. Y., when the name she sent in for the "name the rooster" contest, "Old Fuss and Feathers," was chosen out of the 31,258 entries on Ray Knight's WJZ New York early morning program, "Good Morning—It's Knight." In addition, daily winners received prizes totalling $6,000 worth of merchandise for the two weeks the contest was on. Mrs. Mathney and her husband were awarded the trip at a special anniversary breakfast broadcast Nov. 2 for Ray Knight held at the Down Under Restaurant in the RCA Bldg., New York.

AGENCIES

NBC
in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the
WINR
BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives

GATHERED for opening of Derby Foods' *Sky King*, first radio venture for the company which makes Peter Pan Peanut Butter, are (l to r): E. R. Borroff, vice president, ABC Central Division; E. M. Thiele, advertising manager, Derby Foods; C. W. Beilfuss, president of Derby Foods, and A. O. Lane, sales manager. The ABC show is aired Monday through Friday at 4:15 p.m. CST.

Higher Wage Scales Mentioned as UE Meets Today to Reexamine Pay Policy

THE UNITED Electrical, Radio and Machine Workers of America (CIO), which last winter and spring prosecuted a prolonged strike against three of the biggest electrical manufacturing concerns in the nation, last week announced its intentions to reexamine its wage policies.

A meeting of UE delegates from locals in General Electric Co., Westinghouse Electric Corp., General Motors electrical division, RCA, Sylvania Electric Corp., and General Cable Co. was called for today (Nov. 11) in New York.

Albert J. Fitzgerald, general president of the UE, said the meeting was "to chart plans for the immediate future on wage questions in the face of a high and rapidly increasing cost of living." The delegates would be asked to formulate a wage policy which, it seemed plain, would involve higher scales than those won in the bitter strikes against Westinghouse, GE and General Motors.

A survey of UE workers had disclosed that "because of the higher cost of necessities, workers have substantially reduced their purchase of milk, butter, eggs and clothes for their families" and have been compelled to "use their meager savings to get along," Mr. Fitzgerald reported.

A general wage policy, including the statement that "wages must be substantially increased," was adopted at the International Convention of the UE last September. At that time, the UE members emphasized the tactical wisdom of unifying their demands with those of other great CIO unions like the United Steelworkers and the United Auto Workers. It was recalled last week that Walter Reuther, president of UAW, had lately been trumpeting warnings that wages, as well as prices, must rise.

"He wants to get on that WFDF School Workshop program."

Ed Pamphilon to Manage New Upper Darby Outlet

SUBURBAN Broadcasting Corp., which received a construction permit for a new AM station on 1170 kc at Upper Darby, Pa., Nov. 1 announced last week that Ed Pamphilon, president of the firm, will manage its new station.

Mr. Pamphilon, former technical supervisor of WFIL and WFIL-FM Philadelphia, also is president of Airdesign & Fabrication Inc., Upper Darby, which manufactures transformers, and of Orthopedic Appliances Inc., Philadelphia. W. Claude Faust, treasurer of the licensee firm, will be sales manager. Ewing Julstedt, former WFIL engineer, will be vice president and technical director.

Uses New Cameras

ABC inaugurated its first regular series of sports programs Nov. 6 using image orthicon cameras, telecasting professional hockey games from both Philadelpaia and Chicago. Philadelphia series is telecast on WPTZ and the Chicago games on WBKB. In both cities programs are scheduled for Wed. 8:30-11 p.m.

Agencies Enfranchised

FORTY-EIGHT Canadian advertising agencies have been enfranchised by the Canadian Association of Broadcasters for the current fiscal year, the CAB has announced at Toronto. Included in the list of agencies are nine Canadian branches of American agencies: Atherton & Currier, Toronto; Dancer-Fitzgerald-Sample (Canada), Toronto; D'Arcy Adv., Toronto; Ellis Adv., Toronto; Kenyon & Eckhardt, Montreal; Ruthrauff & Ryan, Toronto and Montreal; J. Walter Thompson Co., Toronto and Montreal; Erwin Wasey of Canada, Toronto; Young & Rubicam, Toronto and Montreal.

Lights on Again

KLZ Denver was called recently by the Rural Electrification Adm. to aid in keeping rural power lines intact. Station was asked to broadcast request that hunters desist and cease from shooting telephone and electric power insulators in remote areas just for target practice. Seems that lights were going out all over the mountains as result of the pot shots. REA now reports fewer such complaints, following KLZ announcements.

WUZ YOU BURNT IN RED HOT (Ky.)?

Time was when radio advertisers thought that, to sell any stuff, they had to cover every hamlet in Kentucky. (Red Hot, for instance — and no joke, that's a genuine Kentucky town!) But now most advertisers know that WAVE alone — with only 5000 watts — gives them 51.9% as much retail sales as Kentucky's total, and at a lot less cost. How about it, pal — aren't you really feeling a little cool about Red Hot, these days?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

PRODUCTION

NELSON HALL, formerly with KNX Hollywood and during the war with the AFRS station at Pilsen, Czechoslovakia, has been named announcer and night supervisor at KALL Salt Lake City. New addition to KALL announcing staff is **DICK THORNE**, previously with WBEZ Chicago.

ERNEST WALLING, executive producer for WPTZ, Philco television station in Philadelphia, has been named program director of the station. He first joined Philco in 1941, is Army veteran.

HOWARD TINLEY, announcer-actor, has joined cast of new semi-weekly variety series to start this month on WCBM Baltimore. He formerly had been with WINX Washington and WCAO Baltimore.

HELEN FRYER, continuity writer, has been added to staff of KROD El Paso, Tex.

WIN BLAKE succeeds **NORM BAILEY** as chief announcer of WKXL Concord, N. H. Latter is now program director. Mr. Blake previously had been with WLLH WDEV WWSR WCAX.

JOHN BUCHANAN, four-year Army veteran, has joined announcing staff of KOA Denver. Parttime announcer since July, he succeeds **IVAN SCHOOLEY** who will devote full time to singing and announcing on Monday through Friday 11:45 a.m. newscast.

RAY CUMMINS, Marine Corps veteran is now announcer and program director of WJNC Jacksonville, N. C.

MARGARET SULLIVAN, continuity chief at WJNC Jacksonville, N. C., Oct 14 was married to Robert J. Haught.

DEANE S. LONG, in radio since 1932 and former production manager of WWL New Orleans has been named chief announcer of KSDJ San Diego, Calif., new outlet.

FLOYD ROYAL, conductor of "Juke Box Revue" on WDSC Dillon, S. C., is the father of a girl, Marsha Jeanne.

JACK PETERSON, formerly with CBS, has rejoined WIS Columbia, S. C., as manager of program operations.

CHARLES T. LYNCH, program manager of WRHP Tallahassee, Fla., new outlet is the father of a girl.

CHARLES V. HUNTER, member of the special events and public service features departments of WJW Cleveland since 1940, has been appointed program director of the station. He succeeds **EDWARD N. PALEN**, who resigned to become general manager of WFRP, new outlet in Savannah, Ga. In the Army from 1943 to 1945 and released as lieutenant from the Fourth Cavalry, Mr. Hunter entered radio in 1936 with WCAZ Carthage, Ill.

Mr. Hunter

LOU BRING has been signed to replace **LOU SILVERS** as musical director for this year's Elgin Watch Co. Thanksgiving and Christmas Day special CBS programs. Mr. Silvers foregoes the assignment on doctor's order.

RICHARD WOOLLEN, ABC Hollywood producer, is the father of a boy born Oct. 27.

ALLAN L. BERG, chief announcer, has been elevated to program director of KHUB Watsonville, Calif. **ED DUTY**, formerly of KDON Monterey, and **TED THOMPSON** have joined KHUB as announcers-technicians.

SYBIL BOCK, former organist on ABC "Lum & Abner" program, and wife of **HAL BOCK**, NBC Western Division television director, has created a new perfume called Perfume of the Stars, designed for individual's zodiac sign.

MELVIN WINTERS, former pianist with orchestras of Henry Busse, Anson Weeks, Jan Savitt and Tommy Dorsey, is now music director of WOAI San Antonio. He is on air 6½ hours weekly on 19 different shows.

JAMES C. BYRNES and **GEORGE SHAPLEIGH**, both new to radio, have joined announcing staff of WFAA Dallas, Tex. Mr. Shapleigh is devoting most of his time to FM affiliate, KERA.

DONALD G. BAIRD has been appointed educational director of KYW Philadelphia. He formerly had been educational director for the W. B. Saunders Co., medical publisher.

LLOYD MORRIS, announcer-technician of CFPR Prince Rupert, B. C., has been elected president of the Prince Rupert Junior Chamber of Commerce.

ROGER STICHT has been named by WWDC Washington to succeed **LYNNETTE WILSON** as scriptwriter. Miss Wilson has switched to WINX that city.

DON MEYER, after 3½ years with the American Forces Network, has rejoined the announcing-producing staff of WRVA Richmond, Va.

GORDON PHILLIPS, member of the production staff of Don Lee Broadcasting System, Hollywood, has resigned to become program director of WROV and WROV-FM Roanoke, Va.

AUDRE KUTHE SHARPE, writer-producer of KMPC Hollywood, departs for three months vacation in Australia Nov. 14.

STERLING TRACY, CBS Hollywood producer, is father of a boy born Oct. 31.

ROGER BARRETTE, music director at WFEA Manchester, N. H., is the father of a boy.

KEN BELL, formerly with WKPT Kingsport, Tenn., has joined WPDQ Jacksonville, Fla., as m.c. of "Rise and Shine" show.

MARION ALBINSON, "Story Time Lady" at WPDQ Jacksonville, Fla., Thanksgiving Day is to be married to John W. Conner, Jr.

PAUL CLINTON, record m.c. at WPDQ Jacksonville, Fla., is the father of a girl.

BERT TURVEY, musical director of CHWK Chilliwack, B. C., in late October married Willene Pineo.

JOHN ANCELL, formerly of CJVI Victoria and CKOV Kelowna, has joined the announcing staff of CKWX Vancouver, B. C.

RUTH ASSON, former librarian at CKWX Vancouver, has joined CKNW New Westminster, B. C., and has taken over duties in connection with annual Orphans Christmas Fund.

WALTER ARENS, Royal Canadian Navy veteran and former parttime announcer of CJCJ Calgary, has joined the announcing staff of CJOC Lethbridge, Alta.

ROY DUNLOP, former production manager of CBR Vancouver, has been appointed English program director of XGOY China.

KPAC

MBS

BMB

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ

Memphis E. A. Allburty, Gen. Mgr.
Represented by RAMBEAU

WNAX STUDIES GUATEMALA CORN

Midwest Station Sends Its Farm Director To Observe Latin Practices

CORN grows 10 feet high in Guatemala and is practically impervious to disease, insects and drought. That's why Chris Mack, farm service director of WNAX Yankton, S. D., has been sent down there.

Since early October he has been working with wire recorder in even the remotest sections of that country to get the story for the farm audience of WNAX. Mr. Mack has been studying agricultural practices and visiting the Iowa State College Guatemala Tropical Research Center, a corn study station 60 miles from Guatemala City. Iowa State College is cooperating in the trip and its information director, C. R. Elder, has accompanied Mr. Mack.

Mr. Mack (r) and Mr. Elder try to uproot sturdy stock of Guatemalan Corn

Researchers of the college believe their Guatemala experiments will establish new corn-growing practices and improve crops in the Midwest. In addition to daily interviews and stories which Mr. Mack has been airmailing to WNAX on wire recordings, he has taken color movies and stills to be used in lectures before farm groups on his return this month to the U. S.

Mr. Mack and Mr. Elder have been received by the Guatemalan Foreign Minister and Minister of Agriculture. Latter arranged for a plane and interpreter to reach an inaccessible part of the country where an agricultural resettlement program is underway. Pair also were guests at a presidential reception on Oct. 20.

Overseas Salute

CITY of Dunkirk, New York, Nov. 28. Thanksgiving Day, will bring the "one world" concept closer to reality when its pays tribute to its French namesake, Dunkerque, France, on a half-hour CBS program, 3:30-4 p.m. Program will include a five-minute pick-up from Dunkerque with Mayor Robelet of the French city responding to the speech of Mayor Murray of the American city. Charles Boyer, film star, has accepted town's invitation to act as m.c. and Elsa Maxwell also will participate.

RADIO CONTINUITY ANALYZED IN BOOK

PROFESSIONAL RADIO WRITING. By Albert R. Crews. 473 pp. Boston: Houghton Mifflin Co. $4.

SPECIAL requirements which radio makes on the writer and the mechanics of turning out acceptable scripts are explained in this new addition to the Houghton Mifflin Radio Broadcasting Series by Albert Crews, production director of NBC Central Division.

Mr. Crews, who has written stage plays, radio dramatic programs and a book on *Radio Production Directing*, is the first to admit that no one can learn to write for radio—or for anything else—by reading a book about it. In fact he is quite serious about the profession of writing and devotes a special prologue to the social responsibilities of being a writer. Because of radio's wide audience and great power, these responsibilities are greater for radio writers, he points out.

Such a book, however, can be of invaluable help in directing the beginner's efforts into the right channels, and in encouraging him to develop the self-critical faculty. Its practical features include a glossary of terms, sample scripts and market information. In its realistic presentation of difficulties, it may also serve to discourage some of those who ought to be discouraged.

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

ZIA NETWORK
WHAT IS IT?
ASK ANY HOMER GRIFFITH MAN!

SELL
#1 MARKET
Winston-Salem
Greensboro
High Point
In the South's
#1 STATE
NORTH CAROLINA
via
WSJS
Winston-Salem
NBC
for the TRI-CITIES
Representing
HEADLEY REED CO.

TECHNICAL

A. R. BITTER, former chief engineer for Unity Corp., owner of WTOD Toledo, has formed his own consulting engineering firm, Bitter Assoc., in Toledo.

STEVIE KOLOM has joined the operating staff of CKGB Timmins, Ont.

WILLIAM KELLY, has joined the operating staff of CKWS Kingston, Ont.

KENNETH HADLOCK, control engineer at WFEA Manchester, N. H., is the father of a boy born Oct. 29.

JIM BRAY, engineer at WGBS Miami, Fla., is the father of a boy.

PAUL FLYNN of the engineering staff of WTAG Worcester, Mass., is the father of a boy.

CHARLES J. KAYKO, in charge of engineering and production for Sparks-Withington Co., Cleveland, since 1926, has been elected vice president of the firm.

STROMBERG-CARLSON is manufacturing a simple, low-priced converter which is said would restore the usefulness of many of the 350,000 pre-war FM radio receivers. Called the Driscoll FM Adaptor, device functions as a replacement for the conventional, built-in FM antenna. It will retail for $6.35 plus installation charges.

TOM RAZOVICH, engineer of KFRC San Francisco, has married Helen Raynar.

Heads Publicity Campaign

RICK La FALCE, publicity director of WWDC Washington, has been named to head all publicity for forthcoming Traffic Safety Campaign in the District of Columbia. To be conducted for six weeks, campaign is sponsored by District Commissioners Traffic Advisory Board.

HEY! LOOK AT WDAY'S FIGGERS!

Conlan's latest figures for listenership in WDAY's coverage area show that WDAY gets about *six to one* more listeners than Stations B and C, combined! If you want the whole story, all you have to do is write WDAY—or ask Free & Peters!

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2%

WDAY FARGO, NORTH DAKOTA N.B.C.
FREE & PETERS, Inc. National Representatives

Committee Named For Okla. U. Meet

THIRTY SIX representatives of stations, networks and advertising agencies and others interested in radio have been named to the National Committee of the 1947 Conference on Station Problems, March 6-9 at the U. of Oklahoma, Norman, Dr. Sherman P. Lawton, coordinator of radio instruction at the university, announced last week. They are:

M. H. Bonebrake, KOCY Oklahoma City; Para Lee Brock, Atlanta Broadcasting Co., Atlanta, Ga.; Rowland Broiles, Rowland Broiles Co., Fort Worth, Tex.; Martin Campbell, WFAA-KGKO Dallas; Arthur Casey, WOL Washington, D. C.; Peggy Cave, KSD St. Louis; W. W. Charters, Stephens College, Columbia, Mo.

Charles F. Church, KMBC Kansas City, Mo.; Jean Clos, WHAS Louisville; Bob Compton, WCAZ Carthage, Ill.; Vernon G. Dameron, National Education Assn., Washington, D. C.; Willard D. Egolf, Broadcast Management Inc., Washington, D. C.; Robert Enoch, KTOK Oklahoma City; Ray K. Glenn, Glenn Advertising Inc., Fort Worth.

Lee Hall, Carter Advertising Agency, Kansas City, Kan.; Leslie S. Hauger, Watts Payne Advertising, Tulsa, Okla.; Edward J. Heffron, NAB Washington, D. C.; Robert B. Hudson, CBS New York; Grace Johnson, ABC New York.

J. Soulard Johnson, KMOX St. Louis; Kenneth K. Kellam, KWKH Shreveport, La.; Col. Harold Kent, Kamehameha Schools, Honolulu; Dorothy Lewis, NAB New York; Ben Ludy, WIBW Topeka, Kan.; Monty Mann, Tracy Locke Company, Dallas; Ken Miller, KVOO Tulsa, Okla.

Jack N. Pitluk, Pitluk Advertising Co., San Antonio; Harlow P. Roberts, Goodkind, Joice & Morgan, Chicago; Lowe Runkle, Lowe Runkle Co., Oklahoma City; Tom Slater, MBS New York; P. A. Sugg, WKY Oklahoma City; Russell W. Tolg, BBDO, Chicago; I. Keith Tyler, Ohio State U., Columbus; Judith Waller, NBC Chicago; Earl Williams, KFAB Omaha; and William O. Wiseman, WOW Omaha.

Two Join MBS

F. CARLETON McVARISH, former director of merchandising and research for the Yankee Network, and George Comtois, former account executive in New York for WLW Cincinnati, have joined MBS as manager of audience promotion and account executive of the eastern sales staff, respectively. During the war Mr. McVarish served with AAF and shortly afterward was appointed assistant distribution chief of the Research and Analysis Branch of the OSS. Previous to his association with WLW Mr. Comtois was for five years radio director of Federal Adv., New York.

NEWS

GEORGE GRAY, announcer at WGBS Miami, Fla., has been appointed news editor of the station.

ELMO CRONK has assumed charge of the farm news bureau of WJNC Jacksonville, N. C. He also is handling hillbilly shows for station.

JACK BARRETT, sports announcer of WRHP Tallahassee, Fla., new outlet is the father of a boy.

PETER STURSBERG, formerly of CBR Vancouver and war correspondent in Europe for the CBC, now on foreign staff of the London Daily Herald in Paris in Oct. married Jessamy Anderson Robertson of Inverness, Scotland.

KERWIN HOOVER, news writer of KFI Los Angeles, is father of boy born Oct. 21.

HARRY ZON, former chief, Federated Press Washington bureau, has been named news editor of WQQW Washington, new 500-w daytime station.

DREW PEARSON, ABC commentator, Nov. 7 was presented the annual Unity Award of the Golden Slipper Square Club, Philadelphia fraternal and charitable organization.

JOE ALVIN, former NBC Western Division manager of news and special events, has joined the Society of Motion Picture Producers Assn. as assistant to Donald Nelson, president. He will handle SMPPA public relations.

NEAL MOYLAN, special events director of WFBL Syracuse, N. Y., is the father of a girl, Nancy Lee, born Oct. 31.

BEN CHATFIELD, news director of WMAZ Macon, Ga., has been initiated into the Emory U., Atlanta, chapter Sigma Delta Chi, national journalism fraternity. Same honor was paid last year to WMAZ general manager, **WILTON COBB**. Station sustains all newscasts as public service features. Five full-time and four space-rate correspondents from Macon colleges and high schools are employed by WMAZ to cover local news. Washington bureau also is maintained.

Bob Burns Helps WKY 'Oklahoma' Celebration

BOB BURNS will originate his NBC show at WKY Oklahoma City Nov. 24 in connection with festivities celebrating the appearance of the musical comedy "Oklahoma" in its native locale the following night. Although the Oklahoma City municipal auditorium seats 6,000 mail orders have been so large that an additional performance beyond the eight scheduled has been arranged.

A parade on Nov. 25 will include a 450-piece band. With WKY, Gov. Robert S. Kerr of Oklahoma, one of the principal owners of West Central Broadcasting Co., has taken a leading part in arranging the celebration. West Central holds a construction permit for a new station in Peoria, Ill.

FCC Lists at Least 89 FM Outlets as Now in Operation

AT LEAST 89 FM stations are in operation and "nearly all" are employing interim equipment pending completion of full construction, FCC declared last week.

The list of outlets now in operation exceeded the last previous compilation by 33. The previous list, prepared on the basis of FCC records, was carried in the Oct. 21 issue of BROADCASTING.

"About half of the stations listed were licensed before the war, and some of these stations are continuing to operate equipment in the old band [42-50 mc] on a temporary basis," the Commission reported in a statement accompanying the new list. Twenty-seven stations were shown in this category.

Responses from questionnaires being distributed to grantees along with their construction permits [BROADCASTING, July 29], indicate that in most instances regular equipment has been promised for delivery not later than mid-1947, although in a few isolated cases the promised delivery dates run into 1948.

A great many of the grantees indicate plans to start interim operation by the end of 1946 or in the early months of 1947, FCC authorities said. There has been no breakdown of the returns to show exactly how many plan interim operation and how many do not.

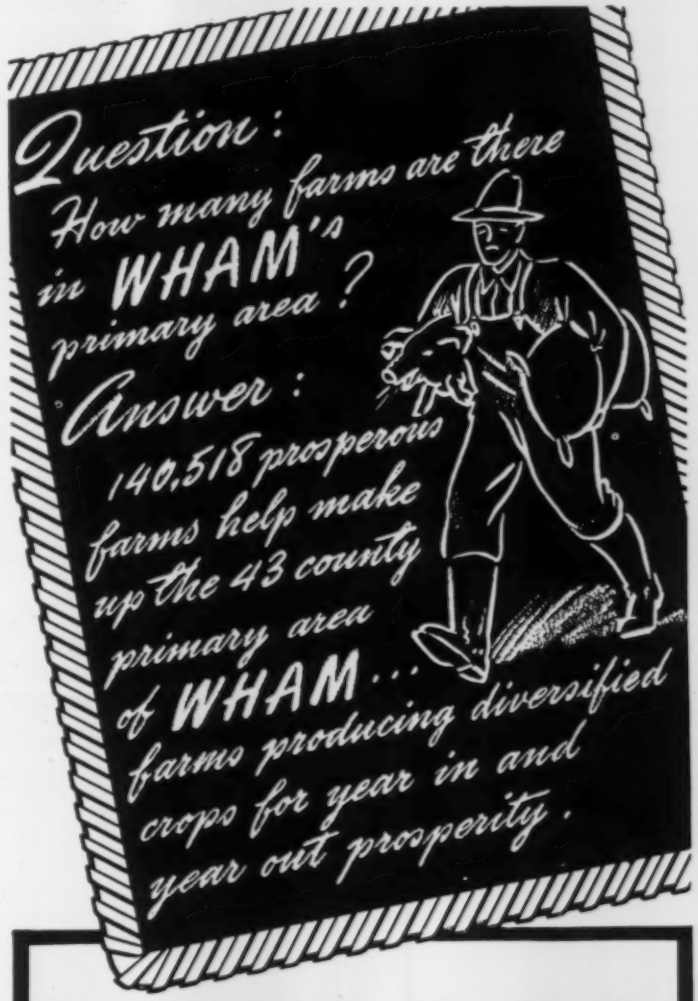
Among those reporting no interim plans, chief reasons assigned are inavailability of even interim equipment and belief that regular equipment may be secured as soon —or almost as soon—as that for temporary operation.

It was pointed out that most of the grantees, on the basis of questionnaires returned, have lined up studio and transmitter locations, although several instances of construction difficulties due to Civilian Production Administration requirements were noted.

Stations added to the "in-operation" group since the earlier list was compiled are shown below, reflecting the picture as of Oct. 15. One of these, WINX-FM Washington, is operating in the low band (43.2 mc) pending transfer to its regular assignment. In addition, FM program service is being provided by developmental stations in Cleveland and Washington, D. C.

The list is as follows (designation of station as "A" indicates community class; "B," as metropolitan or rural):

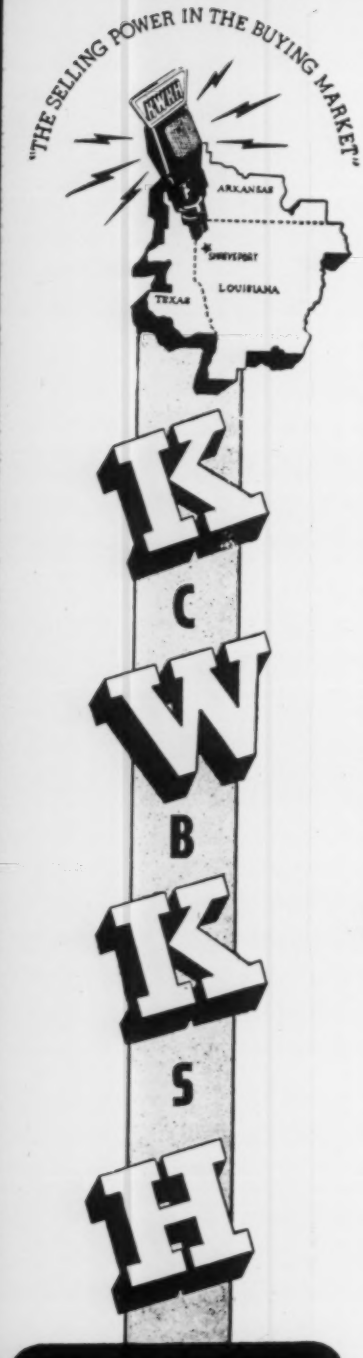
Call Letters	Location	FM Band (in mc)	Type of Station
	CALIFORNIA		
KRFM	J. E. Rodman (KFRE), Fresno	102.3	R
KPOR	Bestg. Corp. of America (KPRO), Riverside	102.1	M
KANY	McClatchy Bestg. Co. (KROY), Sacramento	102.5	M
	DISTRICT OF COLUMBIA		
WINX-FM	WINX Bestg. Co. (WINX)	92.9	M
	FLORIDA		
WQAM-FM	Miami Bestg. Co. (WQAM), Miami	95.5	M
WIOD-FM	Isle of Dreams Bestg. Corp. (WIOD), Miami	97.5	M
WKAT-FM	A. Frank Katzentine (WKAT), Miami Beach	96.7	R
	GEORGIA		
WJWW	Columbus Bestg. Co. (WRBL), Columbus	96.7	M
WTOC-FM	Savannah Bestg. Co. (WTOC), Savannah	98.5	M
	ILLINOIS		
WFJS	Freeport Journal-Standard Publishing Co., Freeport	102.1	M
WMIX	Mt. Vernon Radio & Television Co., Mt. Vernon	103.7	M
	LOUISIANA		
KPDR-FM	Central Louisiana Bestg. Corp. (KPDR), Alexandria	104.3	C
WWLH	Loyola U. (WWL), New Orleans	94.9	M
	MARYLAND		
WITH-FM	Maryland Bestg. Co. (WITH), Baltimore	102.5	M
	MISSOURI		
WMBH-FM	Joplin Bestg. Co. (WMBH), Joplin	102.3	M
KWK-FM	Thomas Patrick Inc. (KWK), St. Louis	95.3	M
	NEW YORK		
WBEN-FM	WBEN Inc. (WBEN), Buffalo	92.1	M possibly R
WHCU-FM	Cornell U. (WHCU), Ithaca	101.3	M
WSYR-FM	Central New York Bestg. Corp. (WSYR), Syracuse	93.5	M
WIBX-FM	WIBX Inc. (WIBX), Utica	97.9	M
	NORTH CAROLINA		
WBBB-FM	Alamance Bestg. Co. (WBBB), Burlington	101.3	M
WGBR-FM	Eastern Carolina Bestg. Co. Inc., Goldsboro	99.7	M
WMFR-FM	Radio Station WMFR (WMFR), High Point	97.7	M
	OKLAHOMA		
KTOK-FM	O. L. Taylor (T-H-S Stations), Oklahoma City	100.5	M
KOCY-FM	Plaza Court Bestg. Co. (KOCY), Oklahoma City	98.5	M
	OREGON		
KPRA	Pacific Radio Adv. Service, Portland	95.7	M
	SOUTH CAROLINA		
WSPA-FM	Spartanburg Adv. Co. (WSPA), Spartanburg	92.1	M
	TENNESSEE		
WTJS-FM	Sun Publishing Co. (WTJS), Jackson	95.1	M
	TEXAS		
KERA	A. H. Belo Corp. (WFAA), Dallas	94.3	M
KTHT-FM	Texas Star Bestg. Co., Houston	98.5	M
KYFM	Express Publishing Co., San Antonio	101.5	..
	VIRGINIA		
WSAP-FM	Portsmouth Radio Corp. (WSAP), Portsmouth	94.7	C
	WEST VIRGINIA		
WCFC	Beckley Newspapers Corp., Beckley	101.1	M


Question:
How many farms are there in WHAM's primary area?
Answer:
140,518 prosperous farms help make up the 43 county primary area of WHAM...
farms producing diversified crops for year in and year out prosperity.

WHAM
ROCHESTER, N.Y.
Your Western New York Salesman
50,000 Watts • Clear Channel • 1180 on the dial • Affiliated with NBC
National Representative: GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

CHAT on Air

CHAT Medicine Hat, Alta, officially opened for business Nov. 1 with 1 kw on 1270 kc. With station actually on the air, staff has been augmented. Bartley Brown, formerly of CKRC Winnipeg, has been appointed program director; Peter LaValley, Orville Cope and Jim McLeod are announcers; J. J. Vesso, technician; Lillian Dempster, traffic manager. Evelyn McNally, formerly of CKCK Regina, has been named secretary of Monarch Broadcasting Co., owner of CHAT.



THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

SPONSORS

RANCO PRODUCTS Corp., Los Angeles (novelties, games), Nov. 15 appointed Allied Adv. Agencies, Los Angeles, to handle national advertising. Radio will be used.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (fruit), has started transcribed program on a number of Canadian stations. Agency is Spitzer & Mills, Toronto.

TECATE IMPORTERS, Los Angeles (Mexican beer), Nov. 15 starts heavy spot campaign utilizing 50 stations in six western states. Contracts are for nine weeks with possibility of extension. Agency is Foote, Cone & Belding, Los Angeles.

CASA MANANA Corp., Los Angeles (Meadowbrook Ballroom) has appointed The Tullis Co., Los Angeles, to handle advertising. Radio is being used with 260 spot announcement schedule weekly on KRKD KMPC KFVD KIEV KXLA KLAC. Contracts are for 13 weeks.

DAILY MADE PET FOOD MFG. Co., Los Angeles (dog food), Nov. 1 started six weekly participations on Stewart Hamblen's "Lucky Stars Program" on KFWB Hollywood. Contract is for 52 weeks. Spot announcement campaign is under advisement. Agency is Allied Adv. Agencies, Los Angeles.

NATALIE NICOLI, San Francisco (women's clothes manufacturer and designer), has appointed Abbott Kimball Co., that city, to handle national advertising.

SINGER RADIO AND TELEVISION Co., Newark, N. J., has appointed Scheer Adv., Newark, to handle its advertising.

GENERAL MOTORS Corp. last week announced a third quarter net income of $33,816,400 after estimated reduction in taxes. Net income for common stock during this period amounted to 71 cents per share as compared to a 78 cents per share payment made during the corresponding period of 1945.

Entertainment

NEW customer service started by Richmond, Fredericksburg and Potomac Railroad, sponsor of thrice-weekly evening commentary program on WRVA Richmond, is public address system installed in company's Broad St. station in Richmond over which WRVA programs are carried.

EUREKA IRON WORKS, Newburgh, New York, is using three spot announcements daily on WGNY Newburgh for Stran-steel Quonset buildings. Agency is The Blackstone Co., New York.

GLASS CRAFTSMEN, Los Angeles (plastic novelty gift items), has appointed Jere Bayard & Assoc., Los Angeles, to handle national advertising. Other new accounts for the agency include Duke of Hollywood (men's sport shirts); National Dye & Finishing Corp., Los Angeles (fabric finisher), Casper-Davis, Los Angeles (millinery).

JOSEPH MAGNIN Co., San Francisco (women's apparel), has appointed Harrington & Buckley, San Francisco, to handle national advertising.

FAMILY FAIR, Winnipeg (mail order firm), has started sponsorship on five western Canadian stations of "Family Fair Man," Mon. through Fri. 3:45-4 p.m. Agency is Spitzer & Mills, Toronto.

LAMBERT PHARMACAL Co., Toronto (Listerine toothpaste), Oct. 30 started "Treasure Trail" on five Ontario stations, Wed. 8:30-9 p.m. Agency is Lambert & Feasley, New York.

THE PERFEX Co., Omaha (Perfex Super Cleaner), has purchased a two story building adjacent to its present factory on Howard St. Floor space is increased by about 40%.

LIGGETT & MYERS TOBACCO Co., New York, (Chesterfield cigarettes), Nov. 4 started weekly full-hour variety show, "ABC Club," on KWK St. Louis. Heard on Mon. 10 p.m. period, show features Gil Newsome as m.c.

TEXAS GULF SULPHUR Co., Houston, has resumed sponsorship on the Texas Quality Network of the Houston Symphony Orchestra for the 1946-47 season. Broadcast is aired Sat. 6 p.m. on WOAI WFAA WBAP KPRC KRGV KGNC.

MAGAR HOME PRODUCTS, New York, has appointed Roy S. Durstine Inc. to handle advertising campaign for new moth-proofer, Starvem. Media not set.

PHILLIPS PETROLEUM Co., Bartesville, Okla. (Phillips 66), has added quarter-hour news show, three times weekly, on WKZO Kalmazoo and WJEF Grand Rapids, Mich., augmenting current campaign. Contracts for 52 weeks were placed through Lambert & Feasley, New York.

CHRYSLER Corp., Detroit, at a board meeting Nov. 1, declared a dividend of 75c per share on the outstanding common stock of the corporation payable Dec. 14, to stockholders of record Nov. 16.

CARL H. SIGLER, formerly in executive sales positions with Bauer & Black, Andrew Jergens Co. and Glasco Products Co., has been appointed sales manager of Grove Labs., St. Louis.

JOHNSON & JOHNSON, New Brunswick, N. J. (baby products), will sponsor an ABC telecast of a film titled "Bathing Time for Baby" on WBKB Chicago, tentatively set for Nov. 12, 9-9:15 p.m. Film was produced for Johnson & Johnson by Walt Disney studios and features the "do's" and "don'ts" of infant bathing. Business placed direct.

JOHN H. HURLEY, sales executive of S. C. Johnson & Son, Racine, Wis., has resigned to open his own manufacturers' selling agency in New York.

JFG COFFEE Co., Knoxville, Tenn., Nov. 11 starts sponsorship on WSM Nashville of "RFD Dixie" morning program for 13 weeks. Program features Jack Baker as singer, Owen Bradley, organist, and David Cobb, m.c. Agency is Charles Kane Agency, Knoxville.

PURE GOLD MFG. Co., Toronto (Blue Ribbon food products), has appointed Harry E. Foster Agencies, Toronto, to handle all advertising. Radio plans not yet complete.

NUGGET PRODUCTS of Canada, Montreal (Polifloor), has started transcribed musical quiz show on 29 Canadian stations. Agency is McKim Adv., Montreal.

KSDJ to CBS

KSDJ San Diego, Calif., became a CBS affiliate Nov. 8. Station is assigned 5000 w on 1170 kc. Purnell H. Gould is the general manager.

• AVAILABLE FOR NATIONAL SPOT SALES •

7:30 to 9 } EXCLUSIVE LOCAL NEWS
TOP TUNES

that's why people
STAY tuned
to

1450 WILM ON YOUR DIAL

THE VOICE OF MUTUAL IN
WILMINGTON,
DELAWARE

COMPLETE COVERAGE OF THE EL PASO MARKET

KROD

CBS
600 KC 1000 WATTS
National Representatives:
Taylor-Howe-Snowden

ANSWERS CRITICISM
Listener Not Always Right, Says WCBS

"MAYBE you don't know how to listen . . ." was the caption given a unique full page ad in the Nov. 3 *New York Times* by Columbia's key station in New York, WCBS, formerly WABC.

The page was designed for "certain groups under the impression that radio is not adequately alive to the central problems and critical dilemmas which the world is now facing."

The WCBS layout points out that it brings to its audience 130 separate broadcasts of objective news report and analysis each week and lists other WCBS programs designed to "provide the listener with a wider understanding of the world he lives in."

Of radio's critics, the advertisement asks: "Could it be that your opinion is based on what you *happen* to hear instead of what you *try* to hear? No one, we believe, claims that every program on the air will please or interest every listener. Nor does anyone claim that radio is not guilty at times of the same immaturity of taste and viewpoint as any popular agency of communication. But to believe that this is the rule rather than the exception, or that radio is insensitive to its times, is perhaps to listen carelessly or to ignore the evidence."

K&K Production

FOLLOWING the lead of several other Chicago agencies, Kuttner & Kuttner, Chicago, this week announced the formation of their own radio production company.

Title of the new firm is Continental Productions Inc., and all of the agency's spot and national radio business will be handled through its offices.

Larry Kurtze, former CBS production staff member, will supervise production, with Robert D. Schoenbrod in charge of promotion and sales.

BEST 50,000 WATT BUY OF THE WEEK

Robert Lewis

Sensational young disc jockey with a unique sales-pulling personality. *Available Participation Basis.*

WHN NEW YORK

Represented by RAMBEAU

Unshackled Radio Urged by IACRS

President of Inter-American Group in New York

PRESERVATION of the freedom of radio, uncontrolled by government regulations, was urged last week by Lorenzo Balerio Sicco, president of the Inter-American Congress of Radio Stations.

In New York following the close of the new organization's first meeting in Mexico City, Mr. Balerio Sicco, who is also president of the Uruguayan Assn. of Broadcasters and of *Difusoras del Uruguay*, said the Congress had five major aims:

"Our first aim," he said, "is to preserve freedom of speech . . . to have the same freedom in speaking as in writing. Secondly, we are striving for creation of a basic, uniform legislative body governing radio."

Mr. Balerio Sicco gave the third aim of the new association as "freedom to listen to whatever one wants or desires to hear over the air, without being restricted by any country of the Americas or by any tax on radio sets as exists now in Great Britain."

The fourth purpose of the Inter-American Congress of Radio Stations is "to facilitate harmony between broadcasters." This would include regular exchange of programs. Finally, the association president stated its fifth aim as being one "to create a very high professional standard of ethics between broadcasters of the Americas."

Mr. Balerio Sicco returned to Uruguay last Tuesday after several conferences with Clark-Wardless Co., U. S. representatives of his two Montevideo stations.

FCC LACKS QUORUM, DELAYS ARGUMENTS

FOR WANT of a quorum of FCC Commissioners, oral arguments scheduled for last Wednesday were postponed. No new date was set.

Of the six commissioners, Paul A. Walker was attending a convention of the National Assn. of Utilities and Railroad Commissioners in Los Angeles, Clifford J. Durr had not returned from international telecommunications and telegraph conferences in Moscow and London, and Ray C. Wakefield was ill.

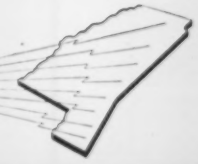
Cases which had been scheduled for oral argument were the Commission's proposed denial, without prejudice, of the license renewal application of WJOL Joliet, Ill., and proposed decisions on the 1230 kc applications of Fetzer Broadcasting Co. (WJEF Grand Rapids) and Ashbacker Radio Corp. (WKBZ Muskegon), and on the 1300 kc requests of Cleveland Broadcasting Co. and Scripps-Howard Radio, Cleveland.

LOOK

What You're MISSING . . .

Take a peep at Mississippi—the South's No. 1 expanding market with 65% more radio families than in 1940, according to Broadcast Measurement Bureau. This increase—highest of any state—indicates the growing buying power in Mississippi's BILLION DOLLAR Market. How can you MISS Mississippi when every advertising dollar placed on the 'Ole Miss Stations is worth 65 cents more than six years ago?

THE 'OLE MISS STATIONS



WAML . . . Laurel	WGCM . . . Gulfport	WLAU . . . Laurel
WCBI . . . . Columbus	WGRM . . . Greenwood	WMIS . . . . Natchez
WCOC . . . Meridian	WJDX . . . Jackson	WQBC . . . Vicksburg
WELO . . . . Tupelo	WJPR . . . . Greenville	WROX . . . Clarksdale
WFOR . . . Hattiesburg	WJXN . . . Jackson	WSLI . . . . Jackson

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

21 YEARS SERVING CHATTANOOGA WITH CBS

WDOD

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

TURNTABLE

TRANSCRIPTIONS ★ RECORDINGS ★ LIBRARIES

WORLD BROADCASTING SYSTEM has leased its Chicago recording studios to United Broadcasting Co. and will maintain sales offices only in that city. Recording for World clients in Chicago will be attended by United, and World will continue to process masters and supply the transcriptions. **W. C. HUTCHINS,** resident manager, is in charge of World's Chicago office.

TED SEIDEL Assoc., New York, is offering new half-hour sports-variety show featuring Babe Ruth and titled "On the Ball." Format includes Mel Allen as m.c., a sports name guest star and a youngster who will receive the "On the Ball Award" for sports achievement each week, plus D'lovelies quartet and orchestra.

GARRY J. CARTER Inc., New York, has appointed Charles Michelson Inc. as exclusive sales distributor of firm's radio productions, including half-hour variety transcribed series, "The Happy Gang."

A. WILSON (Lefty) LEFLER, assistant to NBC Western Division traffic manager, has shifted to ABC as assistant to **RUSSELL HUDSON,** Western Division recording manager.

HOWARD MILSOM, director of Tucketts' "Buckingham Theatre" on CBC Trans-Canada network show, has joined imperial Radio Productions, Toronto, as producer. He will handle custom radio campaigns.

Mr. Milsom

BILLY MAY, having completed musical arranging and conducting of a forthcoming Capitol Records album on the new Walt Disney picture, "Song of the South," and who was signed by the movie company to do a similar chore for the picture's exploitation campaign, also has been asked to do a series of four quarter-hour transcribed programs on the score to be used in the radio advertising campaign for the movie.

TEX RITTER PRODUCTIONS, Hollywood producer of Tex Ritter transcribed series, has moved offices to 1446 Morningside Court. Telephone is Gladstone 7185.

FRANK DANZIG, director of Command Radio Productions, Hollywood is in New York conferring with advertising agencies on new package show "Expectant Father."

Z. WAYNE GRIFFIN, radio director of Berg-Allenberg, Beverly Hills, Calif., talent service and program packager, has resigned to devote full time to production. **HARMON NELSON** is his successor.

OLIVER W. NICOLL of Radio Features of America has been at WTAR Norfolk, Va., to test recordings of Emmett Kelly, head clown of Ringling Bros., Barnum & Bailey Circus, for children's album, "Cluny the Clown." Mr. Nicoll is producing and directing this successor to "Tubby the Tuba" for Cosmopolitan Records, New York.

TELEWAYS RADIO PRODUCTIONS, Hollywood, has signed 17 new stations for its transcribed package, "The Sons of the Pioneers." Stations include: KPHO WGBS WBRE KGGF KOB KLZ KFJB WDSC WMOB KDTH KSRV WAYS WISE WFBC WBKY KGBX KALB. Show is sponsored locally on each.

ARTIST RECORDS Co., Los Angeles, headed by **WERNER JANSSEN,** conductor of Los Angeles symphony orchestra bearing his name, has been formed with distribution to be handled by Westinghouse Electric Supply Co. Records will consist of classical, folk and popular selections.

WTOD Plan

CAMPAIGN to improve quality of programming by inviting listener comment has been undertaken by WTOD Toledo, Ohio. Pair of nylons are awarded daily to writer of best 100-word letter concerning a WTOD broadcast.

ALLIED ARTS

LAWRENCE E. WITTE, formerly in the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department, public relations division, National Association of Manufacturers, as scriptwriter. He replaces **THOMAS WOLFF** who has been promoted to a special writing assignment in NAM's public relations division.

J. H. BOEKOFF, former director of sales and service engineering, Collins Radio Co., has been appointed manager of broadcast sales. He will devote full time to the coordination of sales of both AM and FM broadcast transmitters, accessories and studio speech equipment. **WILLIAM GRAHAM,** former manager of sales engineering department at Collins, has been named manager of the sales service department. **JOHN V. MURPHY,** retired from the Navy as commodore and former Collins sales staff member, has been named manager of amateur sales.

Mr. Boekoff

Mr. Graham

E. C. BONIA, general sales manager of Sparks-Withington, has been elected a vice president. He joined firm in 1939 as district manager.

IDE-PAULIN School of Announcing has been established by **CARLTON IDE** and **PIERRE PAULIN,** staff announcers of KDKA Pittsburgh, at the Ware Recording Service Studio, 118 Ninth St., that city. Courses are offered in announcing, acting and production.

JOHN M. LEAVENS has been named resident associate in charge of the New York office of Griffenhagen & Assoc., management consulting firm.

MORE THAN 200 radio dealers in the Philadelphia region visited the television receiver production lines of the RCA Victor plant in Camden as part of a two-day series of dealer meetings held by Raymond Rosen & Co., RCA home instrument distributor in Philadelphia. **THOMAS F. JOYCE,** general manager, presided at meetings, and **MORTON GELLARD,** television manager, discussed the RCA line of video sets.

IRVING RUBINE, Los Angeles public relations firm, have moved to larger quarters at 8438 Melrose Ave. Telephone is Webster 3-3010.

HOWARD G. MAYER, head of Howard G. Mayer & Assoc., Hollywood, is in Chicago on business for two weeks.

HARRY OMMERLE, radio head of A. & S. Lyons Inc., Hollywood talent service, has been in New York for a week conferring with advertising agency executives.

DIRECTOR OF SALES

THE FIRST WORD ON MARKETS

...THE LAST WORD ON MEDIA

FOR convincing evidence on the importance of the sales executive in market determination and media selection, write our nearest office and ask for the "Survey of Company Executives." In this revealing survey, national advertisers give their own story on the company officials who make the advertising decisions.

ABP ABC

Sales MANAGEMENT 386 Fourth Avenue, N. Y. 16, N. Y.

333 North Michigan Avenue, Chicago 1, Illinois
15 East de la Guerra, Santa Barbara, Calif.

PROGRAMS

LOCALIZATION of a transcribed series, "Barbershop Harmonies," sponsored by Bob Cooper's Tailor Shop of Warren, Ohio, on WRRN that city, is effected in the dedication of each program to a different customer of the shop. Program is aired Tuesday evenings.

School Varieties

A WEEKLY teen-age full-hour Saturday afternoon program is aired by CFRB Toronto, as "Hi-Variety," with a salute each week to some high school in Ontario. Program is conducted in conjunction with the weekly high school publication, High News. Students from a different school go on the program each week to tell the story of their schools. Entire program is produced by high school students.

Two Library Series

IN COOPERATION with the U. of Utah Library and the Salt Lake City Public Library, KALL Salt Lake now presents "The Book Shelf," Mon. 11-11:15 a.m., and "It's Your Library," Fri. 11-11:15 a.m. Monday show features interviews with university faculty concerning the classics as well as new books. Friday series reviews latest books at public library.

Remotes Resumed

WCAU Philadelphia, after wartime layoff of remote pickups, will expand this type of programming when it installs lines to the Mocambo, new Philadelphia night club. Two pickups a week are scheduled in addition to two remotes weekly from the Click, another new night spot.

Visits to Classrooms

ACTUAL classroom procedure now is aired on Thursday edition of WKXL Concord, N. H., "Ladies Do You Know?" program in order to better acquaint parents with educational aims and methods. Schools rotate from week to week.

Series on Ghosts

PROGRAM titled "Do You Believe in Ghosts" has been started on WJNC Jacksonville, N. C., featuring stories of ghost lore in that area. Program is conducted by Edward Cox.

Transcribed Messages

SIX MORNINGS each week WDRC Hartford, Conn., now presents five-minute transcribed messages prepared and delivered by local ministers of various faiths. Each minister develops a theme for a series of six programs.

Winter Talk Schedule

WINTER PROGRAM of women's talks on CBC networks includes series on community clubs, cooking school, topical news and views, school for parents, careers of women leaders, contribution of women to human progress, tales of early western settlers, housing and sewing school. Each series includes seven or eight broadcast talks. Programs are planned for Monday through Friday.

Student Quiz

CKOC Hamilton, Ont., has started half-hour high school students quiz show Saturday evenings, sponsored by Hamilton Co-op Creameries. Program is called "Little Red Schoolhouse" and features two teams from Hamilton schools, with winning team appearing next week with that of another school. Cash prizes are awarded.

Managers of CBS Owned Stations Meet in N. Y.

SEMI-ANNUAL three-day meeting of the station managers of Columbia-owned stations was held last week in New York with Howard S. Meighan, vice president and director of station administration, presiding. Network and station problems were discussed.

Those attending were: Arthur Hull Hayes, general manager WABC New York; Frank Falknor, assistant general manager, WBBM Chicago; Harold E. Fellows, general manager, WEEI Boston, and manager of New England Operations for CBS; A. E. Joscelyn, general manager, WCCO St. Paul-Minneapolis; D. W. Thornburgh, general manager, KNX Hollywood, and vice president in charge of Western Division; Wendell B. Campbell, general manager, KMOX St. Louis, and Carl Burkland, general manager, WTOP Washington, D. C.

Foley Denies Charges

FOLEY & Co., Chicago, and its agency, A. M. Salomon, trading as Lauesen & Salomon, Chicago, have entered categorical denials to Federal Trade Commission complaints of "misrepresentation" in advertising of Foley's Pain Relief Tablets. The answer said the representations quoted in the complaint have not been made for several years and that those quoted by FTC were excerpts and do not reveal the full import of the complete statements, FTC announced. The answer said Lauesen & Salomon has not edited, composed or placed any advertisement of the product for a number of years. Hearings will be held "in due course," said FTC.

Mexico to Advertise

MEXICO will spend $400,000 in 1947 in an advertising and publicity campaign to attract visitors from the U. S. and other countries, the Mexican National Tourist Assn. announced last week in Mexico City.

REPRESENTED Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

Lingo

DELIVERS *More Results* AT LESS COST!

top flight engineers specify **LINGO** vertical tubular steel **RADIATORS** *because:*

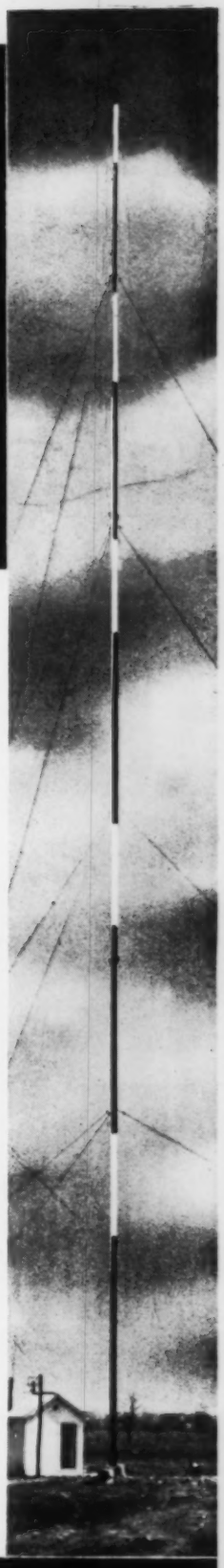
LINGO provides a tried and proved Antenna system to meet your specific need at a minimum of cost and maintenance —backed by a 50 year record of unexcelled experience and stability.

RESULTS COUNT!

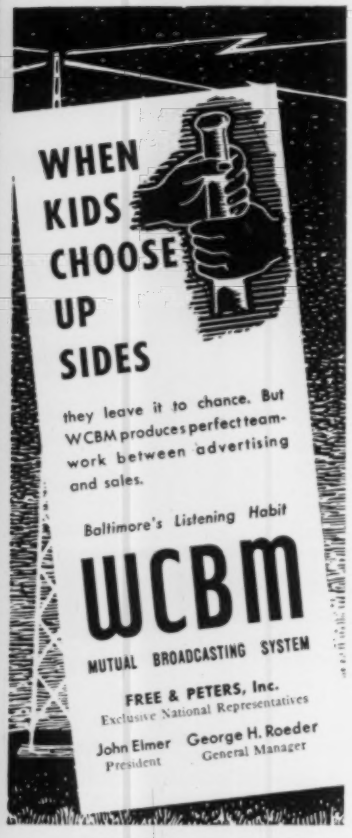
Scores of stations GET Results with LINGO—and the "6 LINGO EXTRAS" at no extra cost:

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

Write today! Our engineers will translate your requirements into planned action.



JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.



ACTIONS OF THE FCC

NOVEMBER 1 to NOVEMBER 7

November 1 . . .

DECISIONS BY COMMISSION EN BANC

AM—1120 kc

Marti Inc., Cleburne, Tex.—Granted CP for new station to operate on 1120 kc, 250 w, daytime only.

AM—1450 kc

Natchitoches Bcstg. Co. Inc., Natchitoches, La.—Granted CP for new station to operate on 1450 kc, 250 w, unlimited time; conditions.

AM—1240 kc

William E. Brooks, Brewton, Ala.—Granted CP for new station to operate on 1240 kc, 250 w, unlimited time; conditions.

AM—1230 kc

Howard S. Smith, et al, d/b as Hopkins County Bcstg. Co., Sulphur Springs, Tex.—Granted CP for new station to operate on 1230 kc, 250 w, unlimited time; conditions.

AM—1010 kc

Jacksonville Beach Bcstg. Co., Jacksonville Beach, Fla.—Granted CP for new station to operate on 1010 kc, 250 w, daytime only; conditions.

AM—1560 kc

Fulton County Bcstg. Co., Canton, Ill.—Granted CP for new station to operate on 1560 kc, 250 w, daytime only; conditions.

AM—1240 kc

Bernard K. Johnpoll, Liberty, N. Y.—Granted CP for new station to operate on 1240 kc, 250 w, unlimited time, conditions.

AM—690 kc

Riley Orlan Parker, Lamesa, Tex.—Granted CP for new station to operate on 690 kc, 250 w, daytime only; conditions.

AM—1450 kc

Max Thomas, d/b as Acadia Bcstg. Co., Crowley, La.—Granted CP for new station to operate on 1450 kc, 250 w, unlimited time; conditions.

Modification of CP

Reno Bcstg. Co., Reno, Nev.—Granted modification of CP to change from directional antenna, night only, to directional antenna, day and night (DA-1) and to install new composite transmitter in Reno; conditions.

AM—710 kc

James Cullen Looney, Edinburg, Tex.—Granted CP for new station to operate on 710 kc, 250 w, daytime only; conditions.

Designated for Hearing

Lewis C. Tierney, et al, d/b as Mercer Bcstg. Co., Princeton, W. Va., and Mountain Bcstg. Service, Princeton, W. Va.—Designated for consolidated hearing applications of Mercer Bcstg. Co. and Mountain Bcstg. Service, each seeking new station at Princeton to operate on 1490 kc; 250 w, unlimited time.

Robert P. Strakos & John F. Kearney, partnership d/b as The Colgren Bcstg. Co., Hudson, N. Y., and Berkshire Bcstg. Co., North Adams, Mass.—Designated for consolidated hearing applications of The Colgren Bcstg. Co. and Berkshire Bcstg. Co., seeking new stations at Hudson, N. Y. and North Adams, Mass., respectively, to operate on 1230 kc, 250 w, unlimited time.

Montana Bcstg. & Television Corp., Missoula, Mont., and Missoula Radio Associates, Missoula, Mont.—Designated for consolidated hearing applications of Montana Bcstg. & Television Corp. and Missoula Radio Associates for new stations to operate on 1400 kc, 250 w, unlimited time.

Special Authorization

WNYC New York, N. Y.—Granted extension of special service authorization to operate additional time between 6 a.m. and sunrise at New York City and between hours of sunset at Minneapolis, Minn. and 10 p.m., EST; conditions.

Transfers of Control

WHOM Jersey City, N. J.—Granted consent to transfer of control of Atlantic Bcstg. Co. Inc., licensee of Station WHOM, from Cowles Bcstg. Co. to Il Progresso Italo-Americano Publishing Co. Inc., for a consideration of $450,000.

WEEU WEHZ Reading, Pa.—Granted consent to voluntary transfer of control of standard station WEEU, relay station WEHZ and conditional CP for new FM station, from George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein, to Hawley Bcstg. Co. for a consideration of $300,000.

KCMC Texarkana, Tex.—Granted consent to voluntary transfer of control of Station KCMC from Texarkana Newspapers Inc. to Class A stockholders of transferor consisting of 9 members.

WAZL Hazleton, Pa.—Granted consent to transfer of control of station WAZL from J. Hale and John F. Steinman to E. H. Whitney, Hilda M. Deisroth, Victor C. Diehm and George M. Chisnell, for consideration of $270,000.

Acquisition of Control

WGBG Greensboro, N. C.—Granted consent to acquisition of control of Greensboro Bcstg. Co., licensee of station WGBG from James E. Lambeth, Helen M. Lambeth and Frank S. Lambeth, to Ralph M. Lambeth.

Assignments of License

WMFR WHPT High Point, N. C.—Granted consent to voluntary assignment of license of station WMFR and conditionally granted permit for FM, and license of relay station WHPT from James E. Lambeth, James E. Lambeth Jr., Helen M. Lambeth, Ralph E. Lambeth, Frank S. Lambeth and Molly H. Lambeth, to same except Ralph M. Lambeth.

KJR KEGR Seattle, Wash.—Granted consent to voluntary assignment of license of station KJR and relay station KEGR from Birt F. Fisher to Totem Broadcasters Inc. for consideration of $700,000.

Designated for Hearing

KMED Medford, Ore.—Designated for hearing application for consent to voluntary assignment of license of station KMED and CP for new FM station, from Mrs. W. J. Virgin to Gibson Bcstg.

Petition

Paris Bcstg. Co., Paris, T[illegible]n.—Granted petition insofar as it [illegible]quests application of Kentucky Lake Bcstg. System Inc. for new station at Paris to operate on 710 kc be designated for hearing in consolidated proceeding with applications of Paris Bcstg. Co., James A. Dick and William W. C[illegible]shaw, d/b as Paris Bcstg. Co. and Murray Bcstg. Co. Inc.; granted petition as modified insofar as it requests enlargement of issues; further ordered that application of Kentucky Lake Bcstg. System Inc. be designated in said consolidated hearing; amended issues.

* * *

The following actions were taken by a board consisting of Acting Chairman Denny and Commissioners Jett and Hyde:

AM—1490 kc

Clyde R. Horne & Jerrell A. Shepherd, d/b as The Valley Broadcasters, Russellville, Ark.—Granted CP for new station to operate on 1490 kc, 250 w, unlimited time; conditions.

AM—1230 kc

Newell S. Cahoon, tr/as Craig Bcstg. Co., Craig, Col.—Granted CP for new station to operate on 1230 kc, 250 w, unlimited time; conditions.

AM—1340 kc

Monahans Broadcasters, a corporation, Monahans, Tex.—Granted CP for new station to operate on 1340 kc, 250 w, unlimited time.

AM—1230 kc

Del Rio Bcstg. Co., Del Rio, Tex.—Granted CP for new station to operate on 1230 kc, 250 w, unlimited time; conditions.

AM—1490 kc

Edward J Harpole, et al, d/b as Uvalde Broadcasters, Uvalde, Tex.—Granted CP for new station to operate on 1490 kc, 250 w, unlimited time.

AM—1340 kc

Wonderland Bcstg. Co. Ltd., Redding, Calif.—Granted CP for new station to operate on 1340 kc, 250 w, unlimited time; conditions.

AM—1490 kc

Siskiyou County Bcstg. Co., Yreka, Calif.—Granted CP for new station to operate on 1490 kc, 250 w, unlimited time; conditions.

AM—1340 kc

Pacific States Radio Co., Corvallis, Ore.—Granted CP for new station to operate on 1340 kc, 250 w, unlimited time; conditions.

AM—1260 kc

The New Haven Bcstg. Corp., New Haven, Conn.—Granted CP for new station to operate on 1260 kc, 1 kw, daytime; conditions.

AM—1120 kc

Leon Syszatycki, d/b as Greater Erie Bcstg. Co., Lackawanna, N. Y.—Granted CP for new station to operate on 1120 kc, 1 kw, daytime; conditions.

AM—730 kc

Radio Anthracite Inc., Nanticoke, Pa.—Granted CP for new station to operate on 730 kc, 1 kw, daytime only; conditions.

AM—1170 kc

Suburban Bcstg. Corp., Upper Darby, Pa.—Granted CP for new station to operate on 1170 kc, 1 kw, daytime only; conditions.

AM—1280 kc

Neenah-Menash Bcstg. Co., Neenah, Wis.—Granted CP for new station to operate on 1280 kc, 1 kw, daytime only.

(Continued on page 64)

24 YEARS OF SERVICE

24 YEARS OF ENGINEERING PROGRESS

. . . In the early days of broadcasting, long before fundamental designs were standardized, transmission of radio programs was on a "cut and try" basis. It was then that the General Electric Company, envisioning the future possibilities of broadcasting, established a Development Laboratory at Schenectady using WGY as its proving ground.

As a result of the early developments in this radio laboratory, WGY became one of the first stations in the country to operate regularly with crystal control and 50,000 watts of power and soon after, the first to broadcast a signal of 100,000 watts.

These and a score of other engineering firsts have helped give WGY the fine reputation it enjoys today for its high fidelity signal, its enviable record of uninterrupted hours on the air and the technical excellence of its studio program output.

Represented Nationally by NBC Spot Sales

50,000 WATTS **WGY** SCHENECTADY, N.Y.

GENERAL ELECTRIC

PROMOTION

THREE winners of an essay contest being conducted by WLW Cincinnati will receive all-expense plane trips to witness important sessions of the United Nations. Purpose and background of the contest was described on WLW Sun. 6:15 p.m. (Nov. 10) by James D. Shouse, president of the Crosley Broadcasting Corp. Station is sponsoring contest in order to give impetus to the concept of the United Nations and to find out "How can WLW best contribute to the interest in and understanding of the United Nations?". The three winning 1,000-word essays will be judged on basis of originality, sincerity and aptness of thought. Station has picked the presidents of the state universities of Indiana, Kentucky, Ohio and West Virginia as a board of judges. Winners are to be announced Nov. 24 with contest closing Nov. 17. Mail pieces on rules have been sent to all schools and colleges throughout area.

Philco Awards

PROMOTION awards in competition sponsored by Philco Corp. Western Division were announced last week by Cliff Bettinger and Johnny Parsons, western sales and merchandise managers respectively. Contest was restricted to ABC affiliates for best campaigns developed in connection with start of transcribed Bing Crosby program series. First prize of Philco "1201" model went to Al Thomas, KUTA Salt Lake City, and Harvey Wixson, KGA Spokane; a portable Philco was awarded Ted Hallock, KUGN Eugene, Ore., second place winner; Shirley Hawley, KFMB San Diego, received portable for third place. Honorable mentions were made to Art Mason, KPMC Bakersfield; Ben Starrton, KVOD Denver; Doug Billmeyer, KEX Portland; Leo Rickets, KFBK Sacramento; Howard Bailey, KWG Stockton.

Copper Letter, Candy

TO INFORM advertisers that the Pacific Northwest has reconverted to peacetime role, Ed Craney, president of the Z-Bar Network (KGIR Butte, KPFA Helena, KRBM Bozeman and KXLK Great Falls, Mont.), last week mailed hundreds of five-pound boxes of assorted candies. Enclosed was personal messages on copper foil from Pacific Northwest Broadcasters, including KFPY Spokane, KCOW Ellensburg and KXL Portland in addition to Z-Bar, which read: "The war is over so here is a piece of copper again. In addition, we have found a little sugar from some of our many best farms and factories." We hope you will enjoy this box of Gamers Candy, another Montana product."

CBR Starts Workshop

RADIO WORKSHOP has been set up by CBR Vancouver, B. C., where 25 high school students, picked from more than 100 auditioned, are given weekly instruction in microphone and studio technique and principles of radio writing. CBC staff men give talks and supervise the practical workshop sessions. Chief purpose of the course is to introduce promising young people to the business of broadcasting and to develop talented young people who will go into radio as their life work. Courses are held each Friday afternoon after school.

Personnel Introduced

FOLDER titled "People Is Radio," presenting photos and biography briefs of staff personnel, is being distributed by WJTN Jamestown, N. Y., as promotion piece. Introduction states "Plants and equipment make a radio station. But all the transmitters, and antennas, tubes and microphones, millivolts and megacycles that money can buy, can't make a broadcasting service. That takes people."

Identification Contest

THIRTEEN cash prizes totaling $590 will be awarded by KTBC Austin, Tex., to best entries in station's "Who Am I?" promotion contest which closed Nov. 10. Grand prize is $250. Entry blanks, mailed upon request, bore pictures of 20 radio personalities. In addition to identifying pictures, contestants were required to write sentence on why they listened to KTBC.

Home Town Mention

THOSE composing the studio audience each Saturday on Borden Co. "County Fair" program on CBS each receive a questionnaire asking where he lives, what he has seen on his visit to New York etc. Through arrangement with announcers of early morning shows on CBS affiliates across the country, the answers on the questionnaires are broadcast in the home town of each interviewee.

KNOE Photo Folder

PHOTO FOLDER about the Twin Cities of northern Louisiana, Monroe and West Monroe, has been mailed by KNOE Monroe as promotion piece. In addition the convention, commercial and industrial facilities of the cities are described.

WQQW Introduction

INTRODUCTION to WQQW, new Washington, D. C., daytime outlet to operate on 570 kc with 500 w, is being mailed to advertisers of that area. The mimeographed presentation gives coverage and operational details and policies. Rate card also is included.

Jalopy Parade

JALOPY PARADE, with representatives from nearly all St. Louis high schools participating, was promotion feature to welcome new "Teen Thirty O'Clock Club" program on KWK that city in latter October. Awards of $25 and $10 were given for best decorated jalopies. New program awards record albums and other prizes to high school participants.

Account Report

CKWX Vancouver, B. C., is sending out a series of mailing pieces pointing up the station's promotion services for program sponsors. Series highlights various types of media CKWX uses to deliver guaranteed minimum in program promotion to each of its accounts.

CBC Booklet

CBC has issued a 48-page illustrated booklet "This is the CBC," providing a graphic account of the development of the CBC on its 10th anniversary. Booklet gives reasons for formation of CBC, its aims and policies, and is freely available.

SESAC Folder

FOLDER boosting transcribed library service of SESAC has been distributed to the trade by the music organization. Photos and description of artists performing under various SESAC lable classifications are presented.

Promotion Briefs

VARIETY of post card-styled promotion places are being mailed by WBT Charlotte, N. C. With data presented in brief, light manner, cards relate such facts as increase of radio homes in listening area over several past years or increase of effective buying income in primary counties over certain period. Cards are done in varied colors.

Food Show Tie-in

PROMOTION tie-in with 11th Annual Food Show Oct. 30-Nov. 3 was employed by WISN Milwaukee in form of personal appearances by WISN talent, photo displays, newspaper coverage and colored posters.

Advertisement Reprint

REPRINT of full page advertisement run by WHN New York in metropolitan dailies to announce new "Ted Husing's Bandstand" program is being employed by station as a trade presentation to illustrate manner in which WHN programs and sponsors are supported promotion-wise.

Esso Anniversary

ANNOUNCEMENT of the 11th anniversary of the "Esso Reporter" on WPTF Raleigh, N. C., was made to 1,400 Esso dealers in that area last week through distribution of a promotion folder concerning the news program and those who conduct it. Dealer tie-in and support given by program was stressed.

On FM Equipment

SALES department of Radio Engineering Labs., Long Island City, N. Y., has issued brochure on REL FM equipment. Postwar stations equipped with REL FM transmitters are given. Lists of technical bulletins on various units are presented as well as details on location of branch REL offices.

WEEI Folder

FOLDER concerning coverage of WEEI Boston, stating that "Rockland, Maine, is in Boston" and supplying factual presentation to explain that city is in WEEI coverage area and thus in Boston market, has been prepared by the CBS-owned outlet as promotion piece.

Facts on KECA

"WHAT You Want to Know About KECA" is title of 18 page, three color promotion folder prepared by ABC Hollywood promotion department for its owned-outlet. Brochure contains

(Continued on page 65)

Soon!

WLAW will cover ALL NEW ENGLAND with 50,000 watts ON 680 KILOCYCLES

. . . already a vital sales influence in Industrial New England. SOON offering blanket coverage of this six-state market. Better check availabilities.

WLAW, Lawrence, Mass.
Basic Station
American Broadcasting Co.

NATIONAL REPRESENTATIVES:
WEED & CO.

BEGIN THE BIG GAIN *With...*

CLEVELAND'S *Chief* STATION

Advertisers begin the big gain when they get in step with Cleveland's *CHIEF* Station—for long-term advertisers and large listener acceptance prove WJW's programming does a consistently solid job of selling and entertaining.

BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

MEASURE YOUR ADVERTISING DOLLAR ANY WAY YOU LIKE

AS UTAH'S POPULAR NBC STATION
IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

FCC Actions

(Continued from page 62)

AM—1280 kc

Tom S. Whitehead, Brenham, Tex.—Granted CP for new station to operate on 1280 kc, 1 kw, daytime only; conditions.

AM—1550 kc

KHWA San Mateo, Calif.—Granted modification of CP (which authorized new station to operate on 1550 kc, 250 w, unlimited time) specifying transmitter site and increasing power to 1 kw, DA-N.

AM—1330 kc

Booth Radio Stations Inc., Flint, Mich.—Adopted order granting petition requesting that application be severed from consolidated hearing in which it was heard and granted said application for new station to operate on 1330 kc, 1 kw, unlimited time, DA.

AM—1590 kc

Roy A. Lundquist and D. G. Wilde, copartners d b as The Skagit Valley Bcstg. Co., Mt. Vernon, Wash.—Adopted order designating for hearing application for CP for new station to operate on 1590 kc, 250 w, unlimited time.

Modification of CP

WTOC Savannah, Ga.—Granted modification of license re changeover time for DA.

BY COMMISSION EN BANC
Transfer of Control

KALL Salt Lake City, Utah—Granted consent to transfer control of station KALL from Abrelia S. Hinckley, George C. Hatch and Wilda Gene Hatch to these same parties plus the Telegram Publishing Co., for a consideration of $100,000, subject to J. F. Fitzpatrick divesting himself of interest in KSL.

AM—550 kc

Midland Bcstg. Co., Kansas City, Mo.—Granted CP for new station to operate on 550 kc, 5 kw, daytime only, with transmitter located at Concordia, Mo., subject to studio being located in accordance with Commission's Rules and Regulations.

Designated for Hearing

WBLK Clarksburg, W. Va.—Designated for hearing application for voluntary assignment of license of station WBLK from Charleston Bcstg. Co. to News Publishing Co. in the same city, for a consideration of $177,500 in consolidated hearing with application of Ohio Valley Bcstg. Corp. for transfer of control of license of station WPAR Parkersburg, W. Va., from Charleston Bcstg. Co. to News Publishing Co.

Petition

Associated Broadcasters Inc., Indianapolis, Ind.; Evansville On The Air Inc., Evansville, Ind.—Denied petition of Associated Broadcasters Inc. and Evansville On The Air Inc. for reconsideration and grant and for oral argument on same. Involves applications for assignment of AM station WBBW and FM station WABW Indianapolis, from Associated Broadcasters Inc. to Evansville On The Air Inc. Radio Indianapolis Inc. has competing application for these facilities.

ACTION IN DOCKET CASES
AM—1420 kc

WRBL Columbus, Ga.—Proposed grant to change from 1230 kc, 250 w unlimited, to 1420 kc, 5 kw unlimited, DA-N.

AM—1460 kc

WMBR Jacksonville, Fla.—Proposed grant to change from 1400 kc, 250 w, to 1460 kc, 5 kw, DA-N.

AM—1430 kc

WLAK Lakeland, Fla.—Proposed grant to change from 1340 kc, 250 w, to 1430 kc, 1 kw.

Proposed Denials

Simultaneously with above, Commission proposes denying applications of: Muscogee Bcstg. Co. and Georgia-Alabama Bcstg. Corp., both seeking new stations at Columbus, Ga., on 1450 kc, 250 w; Chattahoochee Bcstg. Co., seeking new station at Columbus on 1460 kc, 1 kw, DA, unlimited time; A. Frank Katzentine, seeking new station at Orlando, Fla., 1420 kc, 5 kw, DA-N, unlimited time; WWPG Palm Beach, Fla., asking change from 1340 kc, 250 w, to 1420 kc, 1 kw. The City of Sebring seeking new station at Sebring, Fla., 1430 kc, 1 kw, disqualified itself.

DECISIONS BY COMMISSION EN BANC
Video—186-192 mc

WGN Inc., Chicago—Granted CP new video station on channel No. 9 (186-192 mc), 18.4 kw visual power, 11.4 kw aural power, antenna 496 ft.

FM Conditional Grants

The Hartford Times Inc. (WTHT) Hartford, Conn.—Class B, subject to further review and approval of engineering details; Capital City Broadcasting Corp. (WTAL) Tallahassee, Fla.—Same except Class A; Carter C. Peterson (WCCP) Savannah, Ga.—Same except Class B; Capital Broadcasting Co., Jefferson City, Mo.—Same; Radio Asheville Inc. (WISE) Asheville, N. C.—Same; The News and Observer Pub. Co., Raleigh, N. C.—Same; Statesville Broadcasting Co. Inc., Statesville, N. C.—Class B (on Winston-Salem frequency), subject to further review and approval of engineering details; Public Radio Corp. (KAKC) Tulsa, Okla.—Class B (*), subject to further review and approval of engineering details; Associated Broadcasters Inc., Bethlehem, Pa.—Class B, subject to further review and approval of engineering details.

Lone Star Bcstg. Co., Fort Worth, Tex.—Class B, subject to further review and approval of engineering details. Southern Bcstg. Corp., San Antonio, Tex.—Same; Gazette Printing Co. (WCLO) Janesville, Wis.—Same; The Journal Co. (The Milwaukee Journal) (WTMJ) Wausau, Wis.—Same.

Final CPs

The following were authorized CPs conditions—(Note: power given is effective radiated power; antenna height given is height above average terrain): Birmingham Bcstg. Co. Inc. (WBRC) Birmingham, Ala.—Class B; channel 93.9 mc (No. 230); 30 kw; 645 ft.; † Radio Bcstg. Corp. (KTFL) Twin Falls, Idaho—Class B; channel 96.1 mc (No. 241), 3 kw; 270 ft.; Elmwood Park Bcstg. Corp., Elmwood Park, Ill.—Class A; channel 103.5 mc (No. 238); 320 w; 240 ft.; † Rock Island Bcstg. Co. (WHBF) Rock Island, Ill.—Class B; channel 100.9 mc (No. 264); 36.6 kw; 385 ft.; Syndicate Theatres Inc., Columbus, Ind.—Class B; channel 95.3 mc (No. 237); 31 kw; 270 ft.; Kokomo Bcstg. Corp. (WKMO) Kokomo, Ind.—Class B; channel 101.5 mc (No. 268); 34 kw; 400 ft.; Banks of the Wabash Inc. (WTHI) Terre Haute, Ind.—Class B; channel 96.7 mc (No. 244); 20 kw; 200 ft. Herman Radner, Dearborn, Mich.—Class A; channel 104.3 mc (No. 282); 480 w; 350 ft.; Grand Rapids Bcstg. Corp., Grand Rapids, Mich.—Class B; channel 93.1 mc (No. 226); 10.5 kw; 390 ft.; Radio Station WISE Inc., Asheville, N. C.—Class B; channel 94.7 mc (No. 234); 9.6 kw; 670 ft.; Penn Thomas Watson (WGTM) Wilson, N. C.—Class B; channel 96.9 mc (No. 245); 20 kw; 500 ft.; The Ohio Bcstg. Co. (WHBC) Canton, Ohio—Class B; channel 97.1 mc (No. 246); 9 kw; 410 ft.; † The Cincinnati Times Star Co. (WKRC) Cincinnati, Ohio—Class B; channel 96.9 mc (No. 245); 12.6 kw; 600 ft.; The Marion Bcstg. Co. (WMRN) Marion, Ohio—Class B; channel 102.3 mc (No. 272); 2.3 kw; 325 ft.; The WFMJ Bcstg. Co., Youngstown, Ohio—Class B; channel 98.5 mc (No. 253); 50 kw; 330 ft.; KGFF Bcstg. Co., Shawnee, Okla.—Class B; channel 96.3 mc (No. 242); 7.2 kw; 390 ft.; Penn-Allen Bcstg. Co., Allentown, Pa.—Class A; channel 105.1 mc (No. 286); 1 kw; 180 ft.; † The Patriot Co., Harrisburg, Pa.—Class B; channel 96.9 mc (No. 245); 6.3 kw; 770 ft.; † Plains Radio Bcstg. Co. (KGNC) Amarillo, Tex.—Class B; channel 101.7 mc (No. 269); 50.4 kw; 390 ft.; Shenandoah Valley Bcstg. Corp. (WSVA) Harrisonburg, Va.—Class B; channel 94.3 mc (No. 232); 37.2 kw; 1,845 ft.; WTAR Radio Corp., Norfolk, Va.—Class B; channel 93. 1 mc (No. 226); 33 kw; 345 ft.; Daily News Pub. Co., Beloit, Wis.—Class B; channel 93.9 mc (No. 230); 3.8 kw; 330 ft.; Frontier Bcstg. Co. (KFBC) Cheyenne, Wyo.—Class B; channel 95.7 mc (No. 239); 9.5 kw; 750 ft.

Los Angeles FM Grants

Adopted order removing from the hearing docket and granting conditionally Class B FM stations in the Los Angeles area, as follows, subject to further review and approval of engineering details:

Earle C. Anthony Inc. (KFI); also further conditioned upon the grant of pending application for renewal of license for AM station KFI; Standard Bcstg. Co. (KFVD); Columbia Bcstg. System (KNX); American Bcstg. Co. Inc. (KECA); Consolidated Bcstg. Corp. (KGER); The Times-Mirror Co.; Southern Calif. Bcstg. Corp.; Los Angeles Bcstg. Co. Inc. (KFAC); Radio Broadcasters Inc.; Echo Park Evangelistic Assn. (KFSG); Unity Bcstg. Corp. of Calif.; KMPC, The Station of The Stars (KMPC) Inc.; Cannon & Callister Inc.

Miscellaneous FM

Piedmont Publishing Co., Winston-Salem, N. C.—Granted CP for new FM station subject to Gordon Gray, also licensee of WMIT in same city, modifying application to move main studio of WMIT from Winston-Salem to a new location to meet requirements of Sec. 3.205 of the Rules and Regulations.

WSPR Inc., Springfield, Mass.; Springfield Bcstg. Co., Springfield; Regional Bcstg. Co., Chicopee, Mass.—Designated for hearing applications for Class B FM stations in the Springfield-Holyoke area.

APPLICATIONS ACCEPTED
AM—1590 kc

Rafael Fuster, Guayama, P. R.—CP new standard broadcast station to be

(Continued on page 66)

(*) Two additional channels were made available for Tulsa by deleting No. 232 and adding No. 236 at Pampa, Tex.; deleting No. 238 and 240 and adding No. 230 and 232 at Elk City, Okla., and deleting No. 257 and 259 and adding No. 238 and No. 240 at Oklahoma City.

(†) In lieu of previous conditions specified.

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PROMOTION

(Continued from page 63)

facts of coverage, listeners, programs, promotion, performance, facilities and rates.

Letters to Grocers

KCMO Kansas City last week mailed 700 letters to all members of the Retail Grocers Assn. and Allied Food Club of that area to congratulate them on the success of the United Nations Food Fair held in Kansas City. KCMO originated two programs from fair.

WMT News Promoted

BLOTTER promoting Newscaster Bob Pfeiffer is being distributed by WMT Cedar Rapids to various news sources in eastern Iowa. To be mailed monthly, each blotter will feature different newscaster.

Gives Sports Timer

ELECTRIC Western Union sports timer board has been presented by WLOF Orlando, Fla., to local high school. Timer is topped by neon sign, "Sports Timer Courtesy WLOF"

FM Set Session

WITH Baltimore was host to all local set distributors at a special meeting to discuss and further the development of FM in that area. Cooperative promotion of FM was considered.

Billboard Support

AS PROMOTION support for Bill Leyden's five-weekly recorded "Music Hall," KMPC Hollywood is using 66 billboards throughout Los Angeles area.

Promotion Personnel

LLOYD BROWNFIELD, CBS Western Division director of press information, is in New York for conference with **GEORGE CRANDALL**, network director of press information.

MARION CARL of KECA Hollywood information staff has switched to station's publicity department replacing **BARBARA HOLT**, resigned.

HENDRICK H. SOULE, member of the promotion department of WFBL Syracuse, N. Y., has been hospitalized due to a broken knee-cap, suffered while duck hunting.

FRED REINHARDT, station relations director of WJPF Herrin, Ill., and former network correspondent in the Pacific, Nov. 8 was to address assembly of West Frankfort Ill., High School in special pre-Armistice Day program.

MOIRA WALLACE, publicity director of CKWX Vancouver, B. C., has been elected vice president of the Canadian Women's Press Club, Vancouver.

LARRY LOWENSTEIN, member of the WOR New York publicity department, is the father of a girl, Carol Herma.

LOU LARKIN, formerly on advertising staff of Hollywood Reporter, has joined ABC Hollywood press department.

MAURY BAKER, Army veteran and more recently assistant director of public relations for American Red Cross in San Francisco, has joined sales promotion department of KGO that city.

audiodisc

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Bristol-Myers, Standard and Firestone Lead Way in TV Network Programming

BRISTOL-MYERS Co., New York, on Oct. 27 became the first advertiser to sponsor a network television program on a commercial basis. The program, *Geographically Speaking*, advertising Minit Rub and Trushay, was televised by WNBT New York and relayed to WPTZ Philadelphia for simultaneous broadcast. WPTZ recently became the first affiliate of NBC's video network, linking up with WNBT, NBC key video station in New York, on a regular contract basis. NBC commercial television programs previously relayed to WPTZ and other stations have been paid for on WNBT only, with the other stations carrying them without charge, NBC said.

Close behind Bristol-Myers as television's earliest network clients are Standard Oil Co. of New Jersey, New York, whose *Esso Television Reporter* series expanded from WNBT to the two-station network on Oct. 31, and Firestone Tire & Rubber Co., Akron, which Nov. 4 started its video film series on a network basis. All three series originate in New York and are sent to Philadelphia via radio relay. When programs of Philadelphia origin are sent to New York AT&T's coaxial cable is used.

Agency for Bristol-Myers is Young & Rubicam, New York; for Esso is Marschalk & Pratt, New York, and for Firestone is Sweeney & James Co., Cleveland.

Philadelphia Quiz

First network commercial series to originate in Philadelphia and to be sent to New York is *Visi-Quiz*, sponsored by Sears, Roebuck & Co. After running for some time on WPTZ, during November the Thursday evening half-hour audience participation show will also be broadcast on WNBT under the same sponsorship. Benjamin Eshleman Co., Philadelphia, is the agency.

For network programs received from New York, WPTZ has established network rates of $250 for an hour program, $170 for a half-hour, $130 for a quarter-hour and $105 for 10 minutes. WNBT rates for originating network programs are the same as for local programs, including a transmitter charge of $75 for 10 minutes or less and $100 for 11 minutes to an hour, and base program charges of $750 an hour for a live program or $250 an hour for a film program. WNBT's half-hour program charge is $500 live, $200 film; for a quarter-hour it is $300 live, $150 film; for 10 minutes it is $250 live, $125 film.

A half-hour live network program originating at WNBT would add up to $770. However, as an inducement to sign up early, NBC is offering advertisers a discount of $50 per program, effective immediately and continuing through the first 13 weeks of 1947.

Shaffer Directing New Spartanburg FM Outlet

FIRST FM station in South Carolina, WSPA-FM Spartanburg, began regular broadcasting on a six-hour-a-day schedule Nov. 3. After a month of testing, the station offers programs from 11 a.m. to 1 p.m. and from 5 p.m. to 9 p.m.

Walter Brown, general manager of WSPA and WSPA-FM, both owned by Spartanburg Advertising Co., announced Roger Shaffer, assistant general manager of Spartanburg Advertising Co., is in direct charge of the FM outlet, which has its own staff. WSPA-FM broadcasts on 92.1 mc with temporary power of 250 w, and now uses the WSPA transmitting site. The licensee holds a construction permit for a 50 kw FM station atop Hogback Mountain, 3200 feet high. Present installation consists of an RCA super-style antenna, fed by a Western Electric transmitter. Dedication of the new station is set for Feb. 17, 1947, the 17th anniversary of WSPA.

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A survey by Robert S. Conlon and Associates proved that more Dubuque people listen to WKBB—morning, noon, and night—than to any other radio station. In fact, the highest rating any outside station reached was only 13.3% of the Dubuque audience.

Take advantage of this high listenership by advertising your product on Dubuque's most popular radio station, WKBB.

James D. Carpenter—Executive Vice President
Represented by—Howard H. Wilson Co.

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

FCC Actions

(Continued from page 64)

operated on 1590 kc, 1 kw and unlimited hours of operation.

AM—1450 kc

Inter-American Radio Corp., Caguas, P. R.—CP new standard broadcast station to be operated on 1270 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1270 to 1450 kc and make changes in antenna.

AM—1540 kc

Patroon Bcstg. Co. Inc., Albany, N. Y.—CP new standard broadcast station to be operated on 1540 kc, 10 kw, directional antenna and unlimited hours of operation—AMENDED: to modify directional antenna system.

FM Antenna

WLAP Lexington, Ky.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1570 kc

Furniture City Bcstg. Corp., Grand Rapids, Mich.—CP new standard broadcast station to be operated on 1570 kc, 1 kw and daytime only hours of operation.

AM—720 kc

Charles H. Young, Anderson, S. C.—CP new standard broadcast station to be operated on 720 kc, 1 kw and daytime only hours of operation.

Acquisition of Control

WSPA Spartanburg, S. C.—Acquisition of control of licensee corporation thru sales of 350 shares of common stock 38.5%, from Donald Russell to A. B. Taylor.

AM—1600 kc

Sabine Area Bcstg. Corp., Orange, Tex.—CP new standard broadcast station to be operated on 1600 kc, 1 kw, directional antenna night and unlimited hours of operation—AMENDED: to make changes in directional antenna system and changes in ground system.

AM—1520 kc

KSIB Creston, Iowa—Special Service Authorization to commence operation at 6 a.m. during months of November, December 1946 and January, February and March 1947 to be operated on 1520 kc, 1 kw and daytime hours of operation.

AM—1400 kc

Missoula Radio Association, Missoula, Mont.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

Applications Tendered for Filing:

AM—1400 kc

Atlantic City Bcstg. Corp., Atlantic City, N. J.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1250 kc

Conn and Cope, a partnership, composed of Fred Conn and Millard Cope, d/b as Denison-Texoma Bcstg. Co., Denison, Tex.—CP new standard broadcast station to be operated on 1250 kc, 1 kw and daytime hours of operation.

AM—920 kc

Edward V. Mead, J. T. Carroll, Lewis O. Seibert and Robert M. Jackson, d/b as Paso Bcstg. Co., El Paso, Tex.—CP new standard broadcast station to be operated on 920 kc, 1 kw and daytime hours of operation.

AM—850 kc

Felix H. Morales, Houston, Tex.—CP new standard broadcast station to be operated on 850 kc, 1 kw and daytime hours of operation.

AM—620 kc

Commercial Associates Inc., Sioux City, Iowa—CP new standard broadcast station to be operated on 620 kc, 1 kw, directional antenna and unlimited hours of operation.

AM—730 kc

Western Plains Bcstg. Co. Inc., Colby, Kans.—CP new standard broadcast station to be operated on 730 kc, 5 kw and daytime hours of operation.

November 4 . . .

ACTIONS IN DOCKET CASES

AM—1340 kc

Daytona Beach Bcstg. Co. (Wade R., Edgar J. and Josephine Sperry) Daytona Beach, Fla.—Announced final decision granting CP for new station 1340 kc, 250 w, subject to filing of modification of permit within 60 days specifying transmitter site which will meet Commission's approval and complete information with regard to proposed transmitter. Simultaneously, Commission denied applications of Daytona Beach Bcstg. Co. (Roger T. Peacock Sr. and Jr.), and the News-Journal Corp. seeking same facilities.

AM—1490 kc

Atlantic Shore Bcstg. Ltd., Coral Gables, Fla.—Announced final decision granting CP for new station 1490 kc, 250 w, subject to filing within 60 days of modification of permit for approval of transmitter site and antenna system. Simultaneously, Commission denied applications of Southern Media Corp. and Miami Beach Publishing Co. seeking same facilities at Coral Gables and Miami Beach, respectively.

AM—1570 kc

Freeport Bcstg. Co., Freeport, Ill.—Proposed to grant CP new station 1570 kc, 1 kw daytime only, subject to condition that applicant within 60 days file for modification of permit specifying transmitter site and antenna system meeting requirements of Commission's Standards and waiver of Secs. 3.55(b) and 3.60 of the rules. Simultaneously, Commission proposed to deny application of Kenneth G. Zweifel for same facilities.

AM—1340 kc

Port Arthur Bcstg. Co., Port Arthur, Tex.—Proposed to grant CP new station 1340 kc, 250 w; conditions. Simultaneously, Commission proposed to deny application of Lake Side Bcstg. Co. for same facilities.

AM—1450 kc

Paul Brake, Miami, Fla.—Proposed to grant CP new station 1450 kc, 250 w; conditions. Simultaneously, Commission proposed to deny mutually exclusive applications of Peninsular Bcstg. Corp. for new station in Coral Gables and Everglades Bcstg. Co., Miami, for same facilities.

AM—1470 kc

Drohlich Brothers, Flint, Mich.—Announced final decision granting CP new station 1470 kc, 1 kw. Simultaneously, Commission denied mutually exclusive application of Booth Radio Stations Inc. for same facilities in Grand Rapids.

ACTION ON MOTIONS BY COMMISSIONER JETT

Publix Bcstg. Service of Charlotte Inc., Charlotte, N. C.—Granted petition for leave to amend its application so as to specify frequency 760 kc instead of 870 kc, etc. The amendment was accepted and application removed from the hearing docket.

Fred H. Whitley, Kannapolis, N. C.—The Commission, on its own motion, removed from the hearing docket application heretofore designated for consolidated hearing with application of Publix Bcstg. Service.

Tower Realty Co., Baltimore, Md.—Dismissed petition requesting a change in the date of consolidated hearing in re its application and WCBM, et al, scheduled for Nov. 5.

Foundation Co. of Washington, Philadelphia, Pa.—Dismissed petition requesting a 20-day continuance of consolidated hearing upon its application, WCBM, et al.

UAW-CIO Bcstg. Corp., Detroit, Mich.—Granted petition for leave to amend its application so as to add Exhibits K to P, relative to program plans, etc.

Mahoning Valley Bcstg. Corp., Youngstown, Ohio—Granted petition for leave to amend its application for CP so as to show substitution of Gene Trace for Ralph Sherman as an officer, director and a stockholder of corporation.

Raymond Kandel, Parkersburg, W. Va.—Dismissed without prejudice his application for CP.

Parkersburg Bcstg. Co., Parkersburg, W. Va.—The Commission on its own motion, removed from the hearing docket application for CP, heretofore scheduled with application of Raymond Kandel.

Rich Pub. House Inc., Midland, Mich.—Granted petition for leave to amend its application for CP so as to show certain minor changes in stock ownership of corporation.

Santa Monica Bcstg. Co., Santa Monica, Calif.; Robert Burdette, San Fernando, Calif.; Huntington Park Bcstg. Co., Huntington Park, Calif.—Granted joint petition requesting continuance of consolidated hearing upon their applications presently scheduled for Nov. 6 at Los Angeles, and continued same to Dec. 10 at Los Angeles.

Northern Ohio Bcstg. Co., Lorain, Ohio—Granted petition requesting continuance in the consolidated hearing in re its application and application of LCB Inc., presently scheduled for Nov. 15, and continued same to Dec. 9 at Lorain, Ohio.

Lee-Smith Bcstg. Co., Faribault, Minn.—Granted petition requesting leave to amend its application so as to show changes in membership of applicant partnership; show an increase in power requested from 250 w day, 100 w night, to 1 kw day and night with DA.

Chesapeake Bcstg. Co. Inc., Washington, D. C.—Granted petition for waiver of Sec. 1.387 of the Commission's rules and accepted petitioner's written appearance in re its application.

Liberty Bcstg. Corp., et al, Atlanta, Ga.—Granted petition for leave to amend its FM application so as to show revised estimates of initial installation costs.

WCPZ Bcstg. Co., Beaumont, Tex.—Granted petition for leave to amend its application so as to specify the frequency 1380 kc with 1 kw daytime only, instead of 1340 kc, 250 w, unlimited time. The amendment was accepted and application as amended, removed from hearing docket.

Kinston Bcstg. Co., Kinston, N. C.—Granted petition for leave to amend its application so as to specify the frequency 1000 kc instead of 810 kc. The amendment was accepted and application as amended removed from the hearing docket.

Josh L. Horne, Rocky Mount, N. C.—The Commission, on its own motion, removed from the hearing docket application heretofore consolidated with Kinston application above.

KGKB Tyler, Tex.—Granted petition to intervene in the hearing on applications of Community Bcstg. Co. and Greater Dallas Bcstg. Serv.

WEEI Boston, Mass.—Granted petition for leave to intervene in the hearing on application of Union Bcstg. Co., Scranton, and WBAX Wilkes-Barre.

Radio Americas Corp., San Juan, P. R.—Granted petition for leave to amend its application so as to show the substitution of the estate of Alfredo Ramirez de Arellano as a 25% stockholder in place of Alfredo Ramirez de Arellano, deceased.

WTOL Toledo, Ohio—Granted petition to reopen the record in the consolidated hearing and for further hearing. The Commission ordered the record in this proceeding reopened for the purpose of adducing evidence relative to the past and future program policies of Community Bcstg. Co., Toledo; and scheduled a further hearing for Dec. 11.

(Continued on page 68)

DIRECTIONAL ANTENNAS

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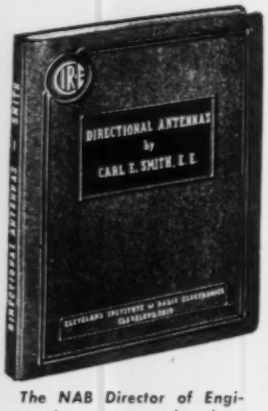

The NAB Director of Engineering recommends that those engineers who desire to become better acquainted with this subject include this book in their library.

By CARL E. SMITH, E.E.

Vice President in charge of Engineering, United Broadcasting Co.

President, Cleveland Institute of Radio Electronics.

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FCC Actions

(Continued from page 66)

KTAR Bcstg. Co., Phoenix, Ariz.—Granted petition for leave to intervene in the hearing on applications of Hanford Pub. Co. and Fresno Bcstg. Co.

Peninsula Newspapers Inc., Palo Alto, Calif.—Granted petition for leave to amend its application so as to show a modified DA pattern, etc.

Turlock Bcstg. Group, Turlock, Calif.—Granted petition for leave to amend its application so as to show application is contingent upon the grant of KSAN's application to use 1460 kc. The amendment was accepted and application as amended removed from the hearing docket.

KSFO San Francisco—Granted petition for leave to amend its application to show modified directional antenna, and to show amended engineering data.

Four States Bcstg. Corp., Texarkana, Ark.—Granted petition to dismiss without prejudice its application for CP.

Ruston Bcstg. Co., Ruston, La.—Granted petition for waiver of Secs. 1.387 and 1.743 of the rules and accepted written appearance of petitioner.

KPLT Paris, Tex.—Granted petition to intervene in hearing on applications of Greater Dallas Bcstg. Serv. and Community Bcstg. Co.

KTBS Shreveport, La.—Granted petition for leave to amend its application so as to specify the frequency 710 kc instead of 1480 kc. The amendment was accepted and application as amended removed from the hearing docket.

Eagle Printing Co. Inc., Butler, Pa.—Granted petition for leave to take depositions in re application for CP presently scheduled for hearing Dec. 9.

Pecos Valley Bcstg. Co., Roswell, N. M.—Granted petition to dismiss without prejudice its application for CP.

McEvoy Bcstg. Co., Roswell, N. M.—The Commission, on its own motion, removed from the hearing docket application heretofore designated for consolidated hearing with Pecos Valley application.

Mansfield Bcstg. Co., Mansfield, Ohio—Granted petition to dismiss without prejudice its application for CP.

Midland Bcstg. Co., Rich Publishing House Inc., Midland, Mich.—Ordered that the hearing on these applications scheduled for Nov. 28 be continued to Dec. 2, at Midland, Mich.

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered the consolidated hearing scheduled for Nov. 4, be continued without date until further order of the Commission.

Radio Phoenix Inc., Phoenix, Ariz.—Granted petition to dismiss without prejudice its application for CP.

Maricopa Broadcasters Inc., Phoenix, Ariz.—The Commission, on its own motion, ordered application heretofore consolidated with Radio Phoenix, removed from the hearing docket.

Southern Bcstg. Corp., New Orleans, La.—Adopted an order denying petition of Southern Bcstg. Corp. requesting leave to intervene in the consolidated hearing on application of WJBW for renewal of license and application of Louise C. Carlson; both Southern Bcstg. Corp. and Carlson request facilities of WJBW.

November 5 . . .

ACTIONS BY THE SECRETARY

KEVR Seattle, Wash.—Granted modification of CP to change type of transmitter; conditions.

WKAT Miami Beach, Fla.—Granted CP to install old main transmitter at 1759 No. Bay Road, Miami Beach (present site of main transmitter), to be used for auxiliary purposes with power of 1 kw.

WNAE Warren, Pa.—Granted modification of CP which authorized a new station, to change type of transmitter and to specify studio location as 3rd Floor, 310 2nd St., Warren, Pa.; conditions.

WFUN Huntsville, Ala.—Granted modification of CP which authorized a new station, to change type of transmitter.

WCAW Charleston, W. Va.—Granted modification of CP which authorized a new station, to specify frequency as 1400 kc, to change type of transmitter, for approval of antenna, and for approval of transmitter and studio locations at 18th St., SE and McCorkle Ave., Charleston, W. Va.

WKAL Rome, N. Y.—Granted modification of CP which authorized a new station, for approval of antenna, change type of transmitter, and for approval of transmitter location at NE intersection of Muck Road and So. Jay St., Rome, N. Y.

WBT Charlotte, N. C.—Granted modification of CP for extension of completion date to 5-4-47.

KVNI Coeur d'Alene, Ida.—Granted modification of CP which authorized a new station, to change type of transmitter; conditions.

KCMO Kansas City, Mo.—Granted modification of CP to change type of antenna and transmitter.

WSHS Floral Park, N. Y.—Granted modification of CP which authorized a new non-commercial educational broadcast station, for extension of completion date to 6-17-47.

American Colonial Bcstg. Corp., Portable, Center and Northern area of Island of Puerto Rico—Granted CP for a new remote pickup station.

WKPL WKQE Area of Ft. Wayne—Granted license to cover CP which authorized a new remote pickup station.

WRNY Rochester, N. Y.—Granted modification of CP which authorized a new station, to make changes in antenna, to change transmitter and to change transmitter location to So. side of Beaconsfield Road, near Mt. Read Blvd., Rochester (change in lat. and long. only) and extension of completion date to 2-1-47.

KHTB Houston, Tex.—Granted modification of CP which authorized a new station, to make changes in antenna and change type of transmitter, and extend commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

KCOY Santa Maria, Calif.—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter, approval of transmitter location at on Blosser Road, 7/8 mi. north of city limits, Santa Maria, and to specify studio location as 114 W. Cook St., Santa Maria; conditions.

KWLK Longview, Wash.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

KSEI Pocatello, Ida.—Granted modification of CP to change type of transmitter and mount FM antenna on top of AM tower.

APPLICATIONS ACCEPTED

AM—790 kc

Radio Americas Corp., San Juan, P. R.—CP for a new standard broadcast station to be operated on 790 kc, 1 kw and unlimited hours of operation—AMENDED: re stockownership.

Modification of CP

WPPD Benton Harbor, Mich.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter.

AM—1490 kc

WJBK Detroit, Mich.—Transfer of control of licensee corporation from Richard A. Connell Jr., James F. Hopkins and Henrietta Connell to The Fort Industry Company thru sale of 944 2/3 shares of common stock—100%.

AM—1490 kc

Rich Publishing House Inc., Midland, Mich.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation—AMENDED: re change in stockholders.

AM—1260 kc

Western Reserve Bcstg. Co., Cleveland, Ohio—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1490 to 1260 kc, 250 w to 5 kw, change type transmitter, install directional antenna for day and night use and specify transmitter location as Independence Village, Ohio.

AM—1240 kc

Mahoning Valley Bcstg. Corp., Youngstown, Ohio—CP for a new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation—AMENDED: re change in officers, directors and stockholder.

AM—1600 kc

WAPX Montgomery, Ala.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter location at the Southern end of Blackburn St., Montgomery, Ala.

AM—940 kc

WFVL Hollywood, Fla.—License to cover CP as modified, which authorized a new standard broadcast station and to specify studio location; authority to determine operating power by direct measurement of antenna power.

FM—100.1 and 100.5 mc

KPDR-FM Alexandria, La.—Modification of CP which authorized a new FM broadcast station, to change type of station to Class B; specify frequency as channel 261, 100.1 mc, or channel 263, 100.5 mc, specify studio location, transmitter site, type of transmitter and make changes in antenna system.

AM—1380 kc

William Paul Beville, Louise Beville, Vincent F. Callahan, Florence Anita Callahan, Eugene M. Zuckert and Barbara J. Zuckert, a partnership d b as WCPZ Bcstg. Co., Beaumont, Tex.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1380 kc, 250 w to 1 kw, hours of operation from unlimited to daytime and change type of transmitter.

AM—1400 kc

KDWT Stamford, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter and studio locations.

AM—760 kc

Publix Bcstg. Service of Charlotte Inc., Charlotte, N. C.—CP for a new standard broadcast station to be operated on 870 kc, 1 kw and daytime only hours of operation—AMENDED: to change frequency from 870 to 760 kc and specify studio location.

AM—1000 kc

Kinston Bcstg. Co., Kinston, N. C.—CP for a new standard broadcast station to be operated on 810 kc, 1 kw and daytime only hours of operation—AMENDED: to change frequency from 810 to 1000 kc.

(Continued on page 70)

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Call Letters

(Continued from page 15)

f combinations available, it was ointed out that grantees on the verage submit 18 or 20 combinaons before finding one that is not lready in use.

Mr. Smeby sent his appeal to Maj. Gen. H. C. Ingles, Chief Sigal Officer, to whom he was dictly responsible in his wartime ost as deputy director of the Operational Research Staff.

He noted that FCC has authorzed new broadcast stations at an nprecedented rate since the war nd that hundreds of applications wait action.

"These new stations all require all letters and many of the operators will desire certain call letters," he wrote. "The right combiation of letters is often valuable o a station . . . There are probbly on the order of 300 broadcast tation calls in the country that ave a particular meaning.

Sometimes Reserved

"Sometimes a successful applint for a broadcast station conruction permit finds that the call e desires is reserved for possible future use by ship, aeronautical, police, fire department or Signal Corps operation. Successful applicants have been able, in many ases in the past, to obtain these alls from the users."

Despite the work which would be required of Signal Corps personnel o make calls available, he said, it would be good public relations to do so because then station members would be able to tell inquirers that the call had been in use by the Signal Corps but it was released or use by the broadcast station."

Mr. Smeby said he had been informed that the Signal Corps would release "quite a number" of "W" calls when it shifts to the "A" eries. But "lasting public relations enefits" would result, he felt, if it started now to release calls for use by broadcast stations who apply for them."

Radio Technical Developments Reviewed in NAB Handbook

COMPREHENSIVE series of technical articles providing an encyclopedia of essential facts is coming off the presses, according to James L. Middlebrooks, who leaves NAB next week as Engineering Dept. director to become chief facilities engineer of ABC network.

Titled *Engineering Handbook of the NAB*, the five-ring looseleaf volume contains 330 pages. It is the first handbook issued since the 1941 revision of the original 1938 edition. It includes FM, television and standard broadcast engineering standards of the FCC along with proposed changes in the standard broadcast standards.

Article on Antennas

Important contribution to antenna knowledge is contained in an article titled "Directional Antennas" by Carl Smith, chief engineer of United Broadcasting Co., according to Mr. Middlebrooks. The article contains excerpts from a book soon to be published by Mr. Smith, who was author of an article on circular polarization in the Oct. 21 BROADCASTING.

Among other articles are these: "Field Intensity Surveys"; "Radio Frequency Networks," by Arthur C. Stewart, KFAB Lincoln; chart to determine coupling and tuning capacities for various antennas, by Frank H. McIntosh, consulting engineer; "Operation and Maintenance of Transmitter Power Tubes," by CBS Engineering Dept.; "Simple Test for Defects of Damage to Vacuum Tubes," by Paul M. Reyling, Freeland & Olscher Products; "UHF Coil Design," reprinted from *Electronics;* "Practical Analysis of UHF, Transmission Lines, Resonant Sections, Resonant Cavities and Wave Guides," by J. R. Meagher and H. J. Markley, RCA Service Co.

P. A. Young, propagation engineer of Crosley Broadcasting Corp., is author of an article titled "Radio Interference in Areas of High Field Intensities." RCA Victor contributes a chapter on location of television transmitters.

A series of charts shows characteristic impedance of two-conductor open wire transmission lines; impedance of concentric transmission lines; concentric line loss (500-1500 kc, 40-160 mc); average antenna characteristics of three self-supporting towers; vertical plane radiation characteristics of constant cross-section vertical radiators; rapid fading zone curves; curve showing series impedance of T phase shifting network as well as shunt; reactance chart.

Other articles include: "Studio, Audio & Control Circuits," by W. E. McDowell, Naval Research Lab.; "General Considerations for Good Room Acoustics," by Ed. J. Content; "Polycylindrical Diffusers in Room Acoustic Design," by John E. Volkman, RCA-Victor; "Locating the Television Studio," by RCA-Victor; "Interconnecting Facilities for Broadcasting," by AT&T; "Measurement of Audio Distortion," by H. H. Scott; "Glossary of Disc Recording Terms," by H. A. Chinn, CBS; "NAB Recording and Transcription Standards"; "Video Amplifier Design," by Elliott A. Henry, RCA-Victor; Chart showing resistance values of symmetrical attenuation networks, by Frank H. McIntosh; charts showing bridging loss at various impedance ratios; decibel tables; recommended technical library; bibliography.

Radio Demonstration

REPRESENTATIVES of Texas and Southwest railways and other industries Nov. 12 will attend operational demonstration of railroad radio to be conducted in Dallas by the Texas and Pacific Railway Co. in association with Farnsworth Television and Radio Corp., Fort Wayne, Ind. Event will climax a series of tests in two-way radio communications by railroad.

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Telecasting

FCC Actions

(Continued from page 68)

Modification of CP

WXBV Manhattan, Kan.—Modification of CP which authorized a new experimental television broadcast station, for extension of completion date.

AM—920 kc

Glen H. Smith and Herbert H. Lee, d/b as Lee-Smith Bcstg. Co., Faribault, Minn.—CP for a new standard broadcast station to be operated on 920 kc, 100 w night and 250 w day and unlimited hours of operation—AMENDED: to change name of applicant from Glen H. Smith and Herbert H. Lee, d/b as Lee-Smith Bcstg. Co. to Herbert H. Lee, Palmer Dragsten, John E. Hyde Jr., d/b as Lee-Smith Bcstg. Co., change power from 100 w night and 250 w day to 1 kw day and night, change type transmitter, install directional antenna for day and night use and change transmitter site.

AM—1400 kc

WMIN St. Paul, Minn.—CP to change transmitter location, install new vertical antenna and mount FM antenna on top of AM tower.

AM—1130 kc

A. L. Chilton, Lenore H. Chilton and James Ralph Wood, a partnership d/b as Sky Bcstg. Service, Kansas City, Mo.—CP for a new standard broadcast station to be operated on 1130 kc, 1 kw and daytime only hours of operation—AMENDED: to specify transmitter location.

FM—104.1 mc

Walter Muller and Frank Muller, d/b as Muller Brothers, Hollywood, Calif.—CP for a new community FM broadcast station to be operated on channel 281, 104.1 mc.

AM—850 kc

Peninsula Newspapers Inc., Palo Alto, Calif.—CP for a new standard broadcast station to be operated on 850 kc, 250 w and daytime hours of operation—AMENDED: to install directional antenna and specify transmitter location

AM—1130 kc

KYOR San Diego, Calif.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter.

Modification of CP

KCPR San Francisco, Calif.—Modification of CP which authorized a new commercial television broadcast station, for extension of commencement and completion dates.

Applications Dismissed:

AM—890 kc

Rutherford County Bcstg. Corp., Forest City, N. C.—CP for a new standard broadcast station to be operated on 890 kc, 1 kw and daytime only hours of operation. DISMISSED—request of attorney.

AM—1490 kc

Cheyenne Bcstg. Co. Inc., Cheyenne, Wyo.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation. DISMISSED—request of attorney.

November 6 . . .

APPLICATIONS ACCEPTED

AM—580 kc

WIAC San Juan, P. R.—Transfer of control of licensee corporation from Mrs. Enrique Abarca Sanfeliz, executrix of the estate of Enrique Abarca Sanfeliz, deceased, to Mrs. Enrique Abarca Sanfeliz, 770 shares of Class A common stock—53%.

AM—1600 kc

James F. Hopkins Inc., Ann Arbor, Mich.—Voluntary assignment of CP to Huron Valley Broadcasters Inc.

AM—1240 kc

WINK Fort Myers, Fla.—Transfer of control of licensee corporation from Ronald B. Woodyard and Mary W. Martin to United Garage and Service Corp. through sale of 150 shares of common stock—100%.

AM—950 kc

KPRC Houston, Tex.—Voluntary assignment of license to Houston Post Co.

Modification of CP

KPRC-FM Houston, Tex.—Modification of CP which authorized a new FM broadcast station, for extension of commencement and completion dates.

AM—1500 kc

KSTP St. Paul, Minn.—Transfer of control of licensee corporation from Helen B. Shields, Frank J. Anderson and First Trust Company of Saint Paul, trustees under the will of Lytton J. Shields, deceased; Florence E. Brown and C. R. Bachmann, trustees under the will of Frank M. Brown, deceased; and Florence E. Brown, guardian of James L. Brown, a minor, to Stanley E. Hubbard through sale of 1500 shares of common stock—75%.

AM—1490 kc

KXOA Sacramento, Calif.—Voluntary assignment of license to Sacramento Broadcasters Inc.

November 7 . . .

APPLICATIONS ACCEPTED

Modification of CP

WFSS Coram, N. Y.—Modification of CP which authorized a new FM broadcast station, to change type of transmitter; transmitter site, specify studio location and make changes in antenna system.

AM—1270 kc

WLBR Lebanon, Pa.—Modification of CP as modified which authorized a new standard broadcast station, to change type of transmitter.

AM—950 kc

WKNA Charleston, W. Va.—Modification of CP which authorized a new standard broadcast station, for extension of completion date.

AM—1290 kc

KUOA Siloam Spring, Ark.—CP to change hours of operation from daytime to unlimited time, change power from 5 kw day to 500 w night and 5 kw day and install directional antenna for night use.

AM—1230 kc

WFRP Savannah, Ga.—License to cover CP as modified, which authorized a new standard broadcast station.

AM—1230 kc

WFRP Savannah Ga.—Authority to determine operating power by direct measurement of antenna power.

FM—94.5 mc

Deep South Bcstg. Corp., New Orleans, La.—CP new FM (Metropolitan) broadcast station to be operated on Ch. #233, 94.5 mc.

AM—1230 kc

WMFR High Point, N. C.—Authority to determine operating power by direct measurement of antenna power.

FM—104.9 mc

Beatrice Cobb, Morganton, N. C.—CP for a new FM (Class A) broadcast station to be operated on Ch. #285, 14.9 mc.

AM—1560 kc

KWCO Chicasha, Okla.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

WKDK Newberry, S. C.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Jackson Bcstg. Co., Jackson, Tenn.—CP for a new FM (Class B) broadcast station to be operated on frequency to be determined by FCC.

FM—93.9 mc

Sky Bcstg. Service, Dallas, Tex.—CP for a new FM (Class B) broadcast station to be operated on Ch. #230, 93.9 mc.

AM—950 kc

KSEL Lubbock, Tex.—License to cover CP which authorized a new standard broadcast station and specify studio location; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

KTEM Temple, Tex.—Modification of CP which authorized installation of new transmitter, new vertical antenna with FM antenna mounted on top and changes in ground system, to change type of the FM antenna and type of transmitter.

Modification of CP

WCIL Carbondale, Ill.—Modification of CP which authorized a new FM broadcast station, to change studio location, transmitter site, install new transmitter and make changes in antenna system.

FM—Unassigned

Mississippi Valley Bcstg. Co., East St. Louis, Ill.—CP for a new FM (Class A) broadcast station to be operated on frequency to be assigned by FCC.

AM—1170 kc

WLBH Mattoon, Ill.—Modification of CP which authorized a new broadcast station, to change type of transmitter and studio location.

AM—1340 kc

WTRC Elkhart, Ind.—CP to install new transmitter, install new vertical antenna and mount FM antenna on top of AM tower.

AM—1190 kc

KWHK Hutchinson, Kan.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

KATE Albert Lea, Minn.—CP to install new vertical antenna and new transmitter, and change transmitter and studio locations.

Relay

Minnesota Bcstg. Corp., Area of Minneapolis-St. Paul, Minn.—CP for a new remote pickup broadcast station to be operated on 152-162 mc, power of 50 w, emission A3 and FM and unlimited hours of operation.

Experimental Video

The Pulitzer Publishing Co., Area of St. Louis, Mo.—CP for a new experimental television relay broadcast station to be operated on 6,500-7,050 mc or that may be assigned by FCC, Power of 0.1 w and emission special.

Modification of CP

WIUN Madison, Wis.—Modification of CP as modified which authorized a new noncommercial educational broadcast station, for extension of completion date only.

AM—1490 kc

KBLF Red Bluff, Calif.—License to cover CP which authorized a new standard broadcast station and change studio location; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

Intermountain Bcstg. Co. Inc., Alamogordo, N. M.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation—AMENDED: re officers, directors and stockholders.

AM—1490 kc

Intermountain Bcstg. Co., Albuquerque, N. M.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation—AMENDED: re officers, directors and stockholders.

Modification of CP

KOMO-FM Seattle, Wash.—Modification of CP which authorized a new FM broadcast station, to change type of transmitter, transmitter site, studio location and make changes in antenna system.

APPLICATIONS DISMISSED:

Modification of CP

WSFA Montgomery, Ala.—Modification of CP which authorized increase in power and installation of directional antenna—night, for increase in power from 1 to 5 kw, installation of new transmitter, change in type of directional antenna for night use, transmitter location and extension of commencement and completion dates. DISMISSED—request of applicant.

AM—620 kc

Luis Ramos Rodriguez, San Juan, P. R.—CP for a new standard broadcast station to be operated on 620 kc, 5 kw, directional antenna day and night and unlimited hours of operation. DISMISSED—request of attorney.

Statue Replicas

FIVE THOUSAND replicas of "The Thinker," world famous statue by Rodin, have been distributed by the promotion and educational departments of WJR Detroit as a supplementary aid to listeners of the Detroit Public School's broadcast, "School Spotlight," a program based on "The Thinker" over WJR. Mailing pieces included, in addition to explanatory copy, a 4 x 5 inch replica of the Rodin statue which stands in front of the Institute of Fine Arts in Detroit.

Wyatt for Crosby

JACK WYATT former account executive and radio director for Buchanan & Co., New York, has been named radio director of Cecil & Presbrey, that city, succeeding Del Crosby.

FCC

(Continued from page 14)

Most of his liberal friends in both House and Senate will not return. He is anathema to conservative Republicans, and Democrats too.

Should "ripper" legislation be passed, it logically is presumed that President Truman would veto it. To override a presidential veto, a two-thirds vote of both Houses is required. The Republican pluralities alone are not sufficient to accomplish that.

The same might be true of legislation to curtail the FCC's appropriation. But the FCC fund would be only one small segment of the Independent Offices Appropriations Bill, and it is doubted whether urgent legislation would be stymied to accomplish that single end. The Republican Congress, however, has served notice that it is economy-bent. The FCC is seeking an appropriation of about $7,000,000—its wartime peak—because of the heavy workload engendered by literally hundreds of new station applications in all classes. There is already talk of clipping the FCC to about $4,000,000 or $5,000,000.

Porter Decision Soon

Whether Mr. Porter will return to the private broadcasting field he left in 1942 to enter wartime Government may be decided this week. NAB President Miller, now president of BMI also, is disposed to relinquish the latter post because of the pressure of other activities and because BMI's resurgence in the music licensing field is indicated now. ASCAP contracts expire at the end of 1948. BMI was created to give radio its own independent music source. It has fulfilled that task but it requires development particularly in the popular music field.

Should Mr. Porter be retained by BMI, it is presumed he would become its president and directing head. M. O. Tompkins, vice president and general manager, would continue in that capacity, however, retaining responsibility for day to day operations. Sydney M. Kaye, vice president and general counsel, like Judge Miller, is understood to be desirous of devoting more time to his law practice as partner in the firm of Rosenman, Goldmark, Colin & Kaye, but would continue as chief legal counsel for the music concern.

Need for a BMI president of important stature was discussed both at the BMI and the NAB board meetings last month. It was not known then whether Mr. Porter would find himself available. Salary on the order of $35,000 to $40,000 a year was discussed.

After 14 lean years, during which they have been forced to take the patronage crumbs, the Republicans are hell-bent for remaking the whole Washington pattern. But between now and Jan. 3 things are certain to cool off with the realization that nothing can be accomplished if the Democratic administration and the Republican Congress are constantly at swords points.

Where radio is concerned, it is doubted whether any radical innovations, like a new edition of the Blue Book, or public inspection of financial records, or a rash of new questionnaires going into programs, finances or business, will be undertaken in the next two years.

WHAT A RELIEF! By Rube Goldberg.

Goldberg in New York Sun

BUSINESS TO FACE KEEN COMPETITION

MANY businesses coasting along on a high-spirited "sellers' market", will soon find themselves facing the keenest competitive conditions the country has ever known, in the opinion of Allen T. Preyer, chairman of the AFA's board of directors and chairman of Morse International, New York.

Mr. Preyer addressed a joint meeting of the Columbus Advertising Club and the Advertising Copy Clinic sponsored by the College of Commerce and Administration of the Ohio State U., Columbus, Nov. 8.

"Spoiled by the luxury of easy sales, a great many of our business executives have kidded themselves into believing that they can take care of the situation when conditions change," continued Mr. Preyer. "They feel that the time to start selling and advertising is when sales begin to taper off. When the orders have slackened at the factory it is already too late. When this happens it is a sign that the consumer demand has already been satisfied some time ago, and that recent production has been heavy enough to fill the recently empty pipelines, in addition to providing the amount necessary for current use by consumers."

"You can't make new customers overnight," warned Mr. Preyer, "And you can't suddenly pull back into the fold those old customers who have strayed away to greener fields. As every new business knows, it takes time to build up sales volume and advertising good will and many old businesses will have to learn this over again."

"Advertising and advertising people have a big job to do right now, helping business to recover our selling way of life—the tough, though healthy, way to progress," he concluded.

Radio in Awards

THE NEWSPAPER GUILD of New York will make 28 Page One Awards for 1946 achievements in a dozen fields of endeavor at its annual Page One Ball to be held Jan. 6 at the Waldorf Astoria. Among prize winners of interest to broadcasters are: Henry Morgan and Fred Allen, radio comedians; Howard K. Smith and William Gailmor, commentators, and *Superman*, program.

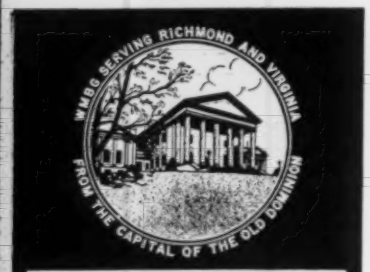
Cincinnati
WSAI
A GOOD NATIONAL SPOT!
A Marshall Field Station
Represented by Avery

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
A Local Program of Network Calibre
WDRC's Shoppers Special, 7 to 9 a.m., does the big morning selling job in Hartford. Available for 1-minute spots, along with product sampling in "Market Basket". Write Wm. Malo for 8-page brochure. WDRC, Hartford 4, Conn. Represented by Raymer.

WMOH
HAMILTON, OHIO
—MBS—
A "SELLING STATION" IN A GROWING CITY—KNOWN IN THE WORLD'S MARKETS
Sells Products or Prestige
WRITE FOR CHOICE AVAILABILITIES SPOT OR PROGRAM



FOR THE FIRST EIGHT MONTHS OF 1946, RICHMOND'S BANK CLEARINGS TOTALLED $3,244,934,000 . . . AN INCREASE OF 436 MILLION OVER LAST YEAR.

In this Major Market

USE **WMBG**

NBC IN RICHMOND, VA.

5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day and night. 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

LIVE DANGEROUSLY, SAYS FANNIE HURST

URGING radio to "live dangerously," Fannie Hurst, novelist, speaking at a luncheon meeting of the New York Radio Executives Club last week, lashed out against the "low calory program diet" heard on the air today because radio is "handcuffed to the low standards of American commercialism."

The writer, who lately became critic for WJZ New York, was the first of three personalities to address the club on the subject, "If I Were Running Radio." H. V. Kaltenborn, commentator, will speak Nov. 21 and Brock Pemberton, theatrical producer, Dec. 5.

"Most (radio) programs depend upon the commercial for bread, butter and jam, and of course paradoxically, ironically and dangerously, it is the hand which feeds these programs — the advertiser's hand—that has become the whip-hand," she said. "That hand is ever-reaching."

Miss Hurst said, "If I were running radio, I would gamble more on the dignity of the human race by crediting it with something more than a composite state of sub-adolescence and delayed development." She said she does not advocate government control of radio. She proposed that better programs could be obtained if an educational campaign were set up to educate the advertiser and the agency, as well as radio itself.

NLRB Orders WFHR

NATIONAL Labor Relations Board has ordered WFHR Wisconsin Rapids, Wis., to end interference with employes in restraining or coercing them in their self-organizing rights to join or assist Radio Broadcast Technicians Local 175, IBEW, AFL or any other labor organization. Company has been ordered to post compliance notices for 60 days. Simultaneously, the NLRB dismissed the complaint insofar as it alleged company discrimination against one employe and insofar as it alleged that the company, by granting an increase in wages, interfered with the employes' self-organization rights.

Conference on 30-40 mc

INFORMAL engineering conference on FCC's proposal for frequency service allocations to non-Government services in the 30-40 mc band [BROADCASTING, Nov. 4] will be conducted by the Commission on Dec. 2 starting at 9:30 a.m., with all interested persons invited. FCC said "widespread interest" had been shown, indicating an informal conference might help resolve issues and clarify purposes before formal oral argument is held Dec. 16. If the plan is revised as a result of the conference, the Commission added, oral argument would have to be postponed.

Election Shorts

NEW BMB coverage map was used by KRNT Des Moines as guide for setting up special election returns reporting service in Nov. 5 vote. Listener percentages in various sections gave key for coverage spotting.

* * *

Opportunity to hear all candidates at one sitting was unique offering of WPEN Philadelphia on Nov. 4 *Election Parade* broadcast. With dramatic interest inserted, program featured recorded messages from those unable to appear personally.

* * *

When WOL Washington News Director Al Warner cut into MBS' *Michael Shane—Detective* on election night to report, "Republicans are leading in most races around the country and in nearby Maryland," the fade pickup brought humorous twist as female character on mystery play continued with "What a nice job of strangling."

* * *

WTIC Hartford, Conn., to give comprehensive coverage, organized in addition to its own staff some 271 special reporters, 53 tabulators and telephone operators plus nine remote pickup crews throughout the state. Thomas J. Dodd, back from Nuremberg and prosecution of Nazi war criminals, turned election reporter on WTIC from his home town of Lebanon.

Election—Hill

(*Continued from page 15*)

made exclusively to BROADCASTING.

Rep. Wigglesworth, former member of the House Select Committee to Investigate the FCC (78th Congress), said that while he had contemplated introducing a resolution to investigate the Commission, his definite plans would not be announced until the steering committee meets this week.

Probe Needed

"I've always felt that a thorough investigation of the Commission was necessary," said Mr. Wigglesworth. "We certainly need remedial legislation. The investigation should be conducted as soon as possible."

Informed that Senator Tobey had announced he would reintroduce his resolution, Rep. Wigglesworth said: "Well, there won't be any conflict. Since we control both Houses I would say that we'll decide whether the Senate or House will handle the FCC investigation."

Rep. Martin, one-time chairman of the Republican National Committee, said: "We'll have so much to investigate that we'll have to divide it up between the Senate and House. Now that we control both we won't have any conflict or difficulty."

Among subjects scheduled for legislative action are these:

(1) Spelling out the Commission's powers.

(2) Taking Commission-created restrictions off broadcasting.

(3) Lifting the 50 kw power limitation on clear-channel stations to afford wider rural coverage.

(4) Modernizing Commission procedure.

(5) Rotating the chairmanship annually.

(6) Possibly requiring the FCC to extend the FM band down to 50 mc or thereabouts, thereby making more channels available and permitting competition free of Government control.

(7) Increasing the license period of stations from three to five or ten years, leading to greater stability and security of investments, thereby giving incentive for better programming.

(8) Restricting the Commission from (a) using programs as a basis for "public interest" determination; (b) attempting to dictate business practices or program policies; (c) denying all aggrieved parties a right to appeal to the courts from Commission decisions, and (d) writing "law" into memorandum opinions and orders.

Committee Makeup

Makeup of the new committees will be a leading factor in all investigations, observers pointed out. Sen. Robert A. Taft (R-Ohio) and Rep. Martin have called their respective steering committees for a meeting Thursday (Nov. 14) in Washington to reorganize both Houses. Mr. Martin said he would call a meeting of all Republican Representatives-elect for Dec. 2.

Inasmuch as the Republicans pledged themselves to carry out the Congressional reorganization, adopted in the last session, it was deemed likely that a complete reshuffling of committee assignments would result. Both Houses are expected to follow the seniority tradition, choosing in the Senate, chairmen from the first 15 eligibles, and in the House from the first 19.

Senate committees are reduced from 33 to 15 and House committees from 48 to 19. No Senator may serve on more than two committees, except those on the District of Columbia Committee may serve on three. In the House no member may serve on more than one committee, except those on the Un-American Activities and District committees may be named to one other.

Likely choice to head the Senate Interstate and Foreign Commerce Committee (composite of the old Interstate Commerce, Commerce,

and Manufactures committees) is Sen. Wallace H. White Jr. (R-Me.), Minority Leader in the present Congress and mentioned as chairman of the new Steering Committee.

Should Sen. White become Majority Leader, as some observers predict, the committee chairmanship then could go to Sen. Clyde McReed, Parsons, Kan., publisher and former Governor of Kansas. Sen. Robert A. Taft of Cincinnati, however, was considered by some as the likely choice for Majority Leader.

Sen. White long has been an advocate of new radio legislation. Often he has expressed the view that the FCC has "gone beyond the intent of Congress in its interpretations of the Communications Act." Sen. White as a member of the House played a leading role in writing the original Radio Act of 1927 and later, as a Senator, in drafting the Communications Act of 1934, which embodied the principles of the original Radio Act.

He was co-author with Sen. Burton K. Wheeler (D-Mont.) of the White-Wheeler Bill (S-817) in the 78th Congress to revise the Communications Act, but which died in Committee.

Ranking Member

Slated to head the House Interstate & Foreign Commerce Committee is Rep. Charles A. Wolverton (R-N. J.), ranking member of that group in the 79th Congress. Mr. Wolverton also was ranking member of the Interstate & Foreign Commerce subcommittee on communications.

Heading the Senate Appropriations Committee probably will be Sen. Styles Bridges (R-N. H.), outspoken critic of the FCC, while Rep. John Taber (R-N. Y.), who demanded a few months ago that President Truman remove OPA Administrator Paul A. Porter (former FCC chairman), will head the House Appropriations Committee.

Rep. Harold Knutson (R-Minn.) was considered a cinch for chairmanship of the powerful House Ways & Means Committee, in which tax legislation originates. Mr. Knutson at one time expressed himself in favor of a franchise tax on broadcasting licenses.

Newspapers on Strike, WMAS Issues Bulletin

WMAS Springfield, Mass., is distributing several hundred daily copies of a news summary during a strike of mechanical workers in the four Springfield newspapers. The papers haven't published since Sept. 26, and demand for WMAS' one-page mimeographed summary has grown steadily.

Distribution was started in downtown restaurants, but requests have come from many other sources. The library gets eight copies daily for filing, and the *Springfield Republican* is clipping the sheet in an effort to keep its morgue up to date.

Adieu WEAF, WABC

FIRST CUE when WEAF became WNBC was given to Niles Trammell (l), president of NBC, who served as announcer, by Gov. Thomas E. Dewey of New York.

REMINISCING about the old days of WABC New York, when the station changed its call letters to WCBS, were Arthur Hull Hayes (l), general manager of the station, and Arthur Godfrey, narrator of the special commemorative broadcast.

ESTATE OF $500,000 IS LEFT BY DOBYNS

C. MERWIN DOBYNS, owner and general manager of KGER Long Beach, Calif., who died in Washington, D. C., on Oct. 15 [BROADCASTING, Oct. 21], left an estate estimated at $500,000, according to will filed in Los Angeles probate court Nov. 2.

Principal beneficiaries are his widow, Evalyn; two adopted sons, Frank and Harlan; and his secretary of many years, Constance Brown. Mr. Dobyns also left various small bequests to a total of 152 individuals and organizations.

Will provides that 24 years after his death funds from a trust fund are to be used to establish "The Dobyns Foundation," an educational and public affairs forum devoted to "the advancement of social justice." In addition to KGER, Mr. Dobyns was founder of Dobyns Footwear, Long Beach shoe store.

Union Group Plan

CONSOLIDATED front for Hollywood radio unions is developing with first organizational meeting of "Council of Radio Unions" scheduled for Nov. 21. Similar to movie industry's Conference of Studio Unions, new group will have delegates of Radio Writers Guild, Local 47 AFM, Radio Directors Guild and Screen Publicists Guild. Latter union represents publicists at ABC and CBS.

Mobs Jam Stores Showing TV Sets

Orders Placed by Thousands Who See RCA Receivers

CROWDING into the television display rooms of radio and department stores in New York, Chicago, Philadelphia, Albany and Newark in such numbers that some stores were forced to call the police, the public last week greeted initial showings of RCA's postwar video sets with an enthusiasm that more than justified advance estimates.

They were there to buy as well as to look. Thursday morning, three days after the RCA sets first went on sale in New York, David Wagman, manager of radio and television receiver sales for Bruno-New York, RCA distributor in that city, estimated that orders had been placed for between 3,000 and 4,000 sets, with deliveries to start this week. At $350 per set, plus another $50 installation and service charge, this represents a public investment in television far in excess of a million dollars, which might have reached two million by the time stores closed Saturday.

Traffic Blocked

RCA Victor's Camden headquarters was unable or unwilling to disclose sales figures for other cities but had much to say about the size and interest of the first day spectators, who were estimated to total 400,000 in New York and 250,000 in Chicago. At Macy's in New York a special store policeman was detailed to keep the people, standing 12 deep to watch the sets, outside the guardrails around each receiver. Chicagoans blocked traffic in front of the Loop stores of Goldblatt Brothers and Lyon & Healey, which displayed the new video sets in their windows. The Bright radio shop in Flushing, N. Y., had to call for police protection from the crowds that threatened to crush in its windows.

The crowds had been built up by full-page RCA ads in the Sunday papers, followed by ads of individual dealers when their displays were ready. Their reactions to the receivers, particularly their purchases, were sufficiently impressive to lead one dealer to offer Bruno-New York a certified check for a million dollars worth of the sets, and a chain of stores to try to place an order for 2,000 of them.

By the weekend RCA expected to have sets on display at some 800 stores in cities where commercial television stations are now operating.

Albert Van Antwerp

ALBERT VAN ANTWERP, writer of *Red Ryder* series on Don Lee Broadcasting System, died at his home in Mendicino, Calif., following an extended illness. Actor and writer for more than 25 years, he was one of early stars on KHJ Hollywood.

KFMB
Sells
SAN DIEGO

San Diego Leads Again! "Sales Management" Index places San Diego SECOND in U. S. percentage of gain in total sales and services. You can reach this market "from within" completely and economically with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

INDUSTRY LEADERS CALL THIS A—
"Model"
RADIO STATION

LARGER AUDIENCE THAN ALL OTHERS HEARD IN THIS REGION.

CONLAN REPORTS:
MORNING 59.0%
AFTERNOON 59.6%
NIGHT 50.3%

IN A RICH MARKET:
RETAIL SALES
$115,125,000
BUYING INCOME
$181,865,000

WBOC
RADIO PARK-SALISBURY, MD.

Hon. N. J. Cavanagh
Roche, Williams & Cleary, Inc.
Chicago, Illinois

Dear Bert:
Myrt just got a letter from her cousin Gert up in Gilmer County that I thought you ought to know about. Gert says that up in Gilmer County the folks were mighty glad that WCHS stayed on the air all night last Tuesday sending out those election returns. Then Myrt says to me, "Alg, I didn't know that WCHS reached clear up there in Gilmer County." And I says right back to Myrt, "Myrt, with 5000 watts you can just about reach over the whole darned state. All them big advertisers know that if they want to sell their products in West Virginia they just gotta have WCHS!"

Yrs.
Alg

WCHS
Charleston, W. Va.

NBC HAS A RICH NEW PRIMARY AREA IN California

KERO

RODMAN RADIO STATIONS
KFRE · KRFM *FRESNO*
KERO · *BAKERSFIELD*

Free Radio

(Continued from page 16)

Russian people that there is no peace in the world because democracies can only engage in defensive wars and dictatorships are built for offensive war. With a tradition of the bill of rights, our real fight is not against governmental controls but against economic bottlenecks which are resulting in increasing lack of diversity of thought in the mass media channels of communication. The basis of our religion of freedom of thought has shifted from the right to utter to the right to read, to see and to hear. If the monopolies of the mind of man continues in the hands of a few score owners of radio, press and movies I am fearful that the American Marxists will persuade our people to allow the government to take over these instruments. We cannot afford to lose another thousand daily papers. The loss of 3,500 weeklies is more than a minor peril. We are in dire danger in the hundred areas where the only newspaper owns the only radio station. The United States Supreme Court has condemned as anti-free enterprise the Associated Press and has in effect condemned the monopoly trend of the great radio networks which own 90 per cent of the night time power of the nation. A high court has recently declared that the major motion picture companies throttle the free dissemination of the movies. Senator Murray's proposed Senate investigation on how to save the small dailies and weeklies of the nation is one of the hopes of freedom in America. I have been urging Mr. Knight to participate in that great inquiry into free enterprise. Even for small businessmen as well as giants I suggest that the broadcasters' association might look into the telephone company wire charges which in effect perpetuate the domination of the market place of broadcasting in the hands of the four companies.

Program Time Rates

Do the broadcasters really believe that it has been ordained from heaven that two independent stations wishing to have a joint program must buy telephone service for an hour even though they want to use it for only fifteen minutes of time? Hundreds of unsound burdens such as this one are the American peril on the score of freedom, although the economic restraints of our market place of thought still leave us with freedom unknown under communism or facism. Surely we will be more effective in cutting the iron curtain if we remove those economic restraints in this country which place unreasonable burdens on small enterprises entering these fields. It is just too bad that there does not appear to be in the press, radio or movies among the giants which control the fields, any leadership having enough imagination to appreciate the need of restoring free enterprise in mass media businesses. The iron curtain can be cut only by celluloid, ether and type but our knife is dulled as long as Kent Cooper and David Sarnoff are the chief spokesmen in the attack on the Russian iron curtain. For they themselves have not been disinclined to obtain a nylon curtain of their own."

Arthur Hays Sulzberger, publisher *New York Times*, which owns WQXR and WQXQ: "I am fearful of the licensing power of government when in any way it touches upon the distribution of information. In the case of newspapers the question of such licensing does not arise. In the case of radio, however, some form of licensing seems to be inevitable if the limited number of radio channels are to be divided among a larger number of applicants and the channels then kept free from interference.

"In performing such duty it would seem proper that the relative merits of applicants be viewed by the licensing authority and that all factors relevant to such application be taken into consideration before licensing takes place. This automatically brings into play an element of judgment which would again be exercised if, as I believe necessary, the licensing authority is charged with watching the licensee's performance for the benefit of the public. There is very real and justified concern about this element of judgment and yet I see no escape from the dilemma if either chaos or misuse of the public domain is to be avoided. I am afraid there is no answer to the problem other than the eternal vigilance of the industry, the Federal Communications Commission and the public."

Asks Vigorous Defense

Seymour Berkson, general manager, International News Service, had this to say: "Any assault upon freedom of information—whether it be aimed at the press or radio—is an assault upon the fundamental American concept of liberty and democracy.

"The eleven simple words which guarantee freedom of the press in the United States were written into the American Constitution at a time when radio was not even dreamt of. Had the founding fathers been able to foresee this tremendous vehicle for public information they certainly would have included it more specifically in the same basic concept of freedom.

"In a world still beset on all sides with sinister efforts to control and manipulate public opinion it is imperative and vital that we defend with the utmost vigor the full freedom of ALL channels of public information.

"We must guard against government encroachments of any kind that tend to limit, curtail or imperil that freedom to serve the American public to the best of our ability.

"If such encroachments are successfully engineered in the case of one of the mass media, it may not be long before the same dictatorial tactics are applied to all of the others.

"Public opinion itself is the soundest regulatory force in a democracy. The American people have a happy faculty of thinking things out for themselves and showing their preferences in no uncertain terms.

"Public acceptance or rejection of this or that mass media or individual element thereof is the most potent and legitimate form of regulation in a democracy.

"Thomas Jefferson, author of the American Declaration of Independence, declared: 'That people is best governed which is least governed.' Those words still remain among the wisest precepts of a true democracy."

N. R. Howard, Editor, *Cleveland News;* first vice-president of American Society of Newspaper Editors, said:

"I am certain that any licensing will be the ending of the freedom of the press, as I can see it has been to freedom of expression by the radio. It has not ended all free speech on the radio, but it has put a limit on it, and any limit on freedom is less than freedom."

There has been no test in court of the specific powers of the FCC to invoke the "standards" set forth in the Blue Book. Lawyers cite, however, the WOKO case—January of 1946—as indicative of how the courts might view a test.

In that case, where the issue was hidden ownership, the U. S. Court of Appeals held that the "guiding star" of the FCC in regulating radio is fixed by statute in that phraseology having to do with service "in the interest, convenience and necessity of the public." The Communications Act of 1934, said the court, does not give the FCC "punitive jurisdiction."

Against this interpretation some have imposed the words of Mr. Denny spoken at the NAB Convention: "The Blue Book says that American radio is over-commercial." And his subsequent utterance, "Of the 322 applications pending for renewal at the time the Blue Book was issued, seven have now been set down for hearing."

There is cited among those who look upon the Blue Book as an abridgment of a Constitutional freedom, this direct quotation from the radio act (our italics): "No regulation or *condition* shall be promulgated or fixed by the Commission which should interfere with the right of free speech by means of radio communication."

On School Outlets

CHICAGO Board of Education is now presenting the WLS-Chicago Times "Quiz-Down" program (10 a.m. CST) on its FM station, WBEZ, with over 150 school outlets. "Quiz-Down" is produced by Carol Moody and features contestants from the fourth to sixth grades exclusively. Under arrangement with the Times, the radio council of the Board of Education transcribes each Saturday broadcast for presentation the following Monday.

Blue Book Issues

(Continued from page 13)

three has not been indicated.

Of the three which the Commission started sending out last Friday, virtually the only difference regarding programming was that in the case of KONO, a non-network station, FCC omitted the reference to programs substituted for network sustainers.

The issues for WTOL, another station cited in the Blue Book, cover its FM as well as its renewal application. The FM application previously was set for hearing in consolidation with that of Toledo Blade Co., which later was dismissed without prejudice at the applicant's request. In its order setting forth the issues on the WTOL renewal, FCC redesignated the WTOL FM application for consideration along with the renewal request.

Meanwhile the FCC granted WTOL's motion to reopen its consolidated hearing on application to change frequency and increase power, heard jointly with two other applicants (see story page 30).

Issues for the three hearings were adopted Oct. 31—the day the Commission set an all-time record for volume of actions taken [BROADCASTING, Nov. 4].

In one of the three they are as follows, and except for perhaps one or two minor variations of wording (and deletion of the network reference in the case of the non-network station) the others are the same:

1. To determine whether the applicant has carried out, or has failed to carry out, its representations and proposals heretofore made to the Commission with respect to program service.
2. To obtain full information concerning the nature and character of the program service which has been rendered by the station with particular reference to the following:
   (a) The percentage of time which has been devoted to the broadcasting of commercial programs and of sustaining programs.
   (b) The average and maximum number of commercial spot announcements which have been made on the station during a typical broadcast day, and the average number of such announcements during any 15-minute segment of a typical broadcast day.
   (c) The amount of time which the station has devoted to the broadcasting of discussions upon controversial issues of public importance.
   (d) The percentage of time which has been devoted to the broadcasting of local live talent programs.
   (e) The nature and character of the programs which have been broadcast in lieu of network sustaining programs which were available to the station but were not accepted and broadcast by it.
   (f) The percentage of time which the station has devoted to the broadcasting of (a) sustaining programs, (b) commercial programs, and (c) live talent programs, between the hours of 6:00 p.m. and 11:00 p.m.
3. To obtain full information concerning applicant's investment in the station, the net broadcast revenues derived from its operation, and the amounts expended on programs.
4. To determine the policy of the applicant for the future with respect to the matters covered in issue No. 2, above.

WELCOMING the return from military service of Worth White (l) is R. H. Mason, manager of WPTF Raleigh, N. C. Mr. White was the last member of WPTF program staff to return. Unidentified guest at homecoming party shown in foreground.

CONTROL REQUEST IS FILED BY KRIS

FCC APPROVAL of "concentration of negative control" of KRIS Corpus Christi, Tex., in President T. Frank Smith is requested in an application reported by the Commission last Thursday.

The application notes that Mr. Smith acquired 12½% interest in KRIS from M. Tilford Jones, his cousin, in 1940, and an additional 37½% on Oct. 30, 1945. There was no cash consideration for this transfer, it was pointed out, but Mr. Smith transferred to Mr. Jones 125 shares of KXYZ Houston common stock, thus separating their radio interests. Mr. Smith then resigned as president and manager of KXYZ, the application reports.

Mr. Smith now owns 49.5% interest in KRIS and is beneficial owner of 0.5% held by F. L. Suber, giving him negative control. When the transfer was accomplished, Mr. Smith did not feel it was necessary to report it to FCC, the application explains, adding that since then the Commission has indicated that an application is necessary. KRIS operates with 1 kw on 1360 kc. Mr. Smith also owns 60% interest in KVAL Brownsville, Tex.

Milestones

COMPLETION of 21 years of broadcast service by WRVA Richmond, Va., has been noted this month with simple extension of appreciation to friends, sponsors, entertainers and listeners for their cooperation which has made achivements possible. . . . Sponsored by Robert Keith Inc., Kansas City home furnishing firm, the Kansas City Philharmonic has started its fourth consecutive season on KMBC that city. Arrangements are being completed to carry programs on KMBC-FM.

In religious field, weekly quarter-hour program, *Proof That Christian Science Heals*, has started its third year on some 214 stations in the U. S. and Canada. Program is transcribed in The First Church of Christ, Scientist, Boston. Account handled by H. B. Humphrey Co., Boston. . . . Contract also has been renewed for another year by group of local banks of *Spelling Bee and Quiz* program for students on WENT Gloversville, N. Y. High schools of Gloversville and Johnstown compete on program each Thursday evening. . . . From agencies, Klitten & Thomas, Los Angeles, reports on first birthday that firm services 34 accounts as against five at start.

Special programs and talks have been presented by CBC on occasion of its 10th anniversary. Nov. 10 half-hour salute from BBC was aired. Report to listeners in booklet form is being distributed on request . . . KYW Philadelphia is beginning to promote its forthcoming silver anniversary of broadcasting. Station has commissioned plane bearing KYW streamers to fly over Pennsylvania's Franklyn Field each Saturday during football season . . . George Watson, WBBM Chicago announcer, begins his 10th year with station, 17th in radio. . . . I. A. Martino, chief engineer of WDRC Hartford, Conn., observes his 23d anniversary with station. . . . Fourth birthday of *Crusader Kids on the Air*, Saturday morning feature on WIOD Miami, Fla., was accompanied by report that more than 960 children had participated on program to date and that $1,600 in cash prizes and $2,800 in war bonds had been awarded by sponsor, Knight Bros. Paper Co.

Wesson Replaces

SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil and Snowdrift Shortening), Dec. 9 discontinues *Try and Find Me* on ABC and replaces it with *Edwin C. Hill and the Human Side of the News*, Mon. through Fri. 3:30-3:45 p.m. Agency: Kenyon & Eckhardt, N. Y.

VIEWTONE TELEVISION AND RADIO Corp. has appointed Schacter, Fain & Lent, New York, to handle advertising.

KTUL covers the MONEY-MARKET of Eastern Oklahoma . . . JUST RIGHT . . . because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.

FREE & PETERS
National Representatives

John Esau General Manager

KTUL
5,000 WATTS • TULSA

Listener Loyalty is a Reality in West Texas

Read what BMB reports say:

KRBC *Abilene* 92%

KBST *Big Spring* 90%

KGKL *San Angelo* 89%

That's what BMB reports show in the home counties of the West Texas Network stations!

For complete details see

JOHN E. PEARSON CO.

What do listeners really think about radio?

- What percent of the public *likes* radio advertising?
- What do they *dislike* most about radio advertising?
- What products are most resented?
- What do they think of singing commercials?

No adman has ever *known* what the public wants. But now, for the first time, *The National Opinion Research Center of the University of Denver* has made a nationwide survey to discover some amazing facts about radio which have been analyzed and put in book form by *The Bureau of Applied Social Research of Columbia University*. And the entire survey has been carefully broken down to give the actual facts and figures.

Completely neutral in approach, THE PEOPLE LOOK AT RADIO is an indispensable tool for anybody concerned with advertising and/or radio. First large printing practically exhausted six weeks before publication; second printing ready late November.

THE PEOPLE LOOK AT RADIO
by Paul F. Lazarsfeld and Harry Field
$2.50 at all bookstores
THE UNIVERSITY OF NORTH CAROLINA PRESS
Chapel Hill, N. C.

Radio Week Promotion Plans Ready

Announcements, Breaks Prepared for Local Station Use

BROADCASTERS in every city and town in the nation are expected to prepare special programs and carry announcements promoting National Radio Week Nov. 24-30, under plans being prepared at NAB for the industry's part in observance of the 26th anniversary of broadcasting.

Some 30,000 dealers handling radio sets are receiving from Radio Manufacturers Assn. promotion packets consisting of posters, two types of streamers, folders of suggestions for local promotion and press releases adaptable to local use. With the aid of this material individual dealers will be able to draw wide attention to National Radio Week and at the same time acquaint the public with the latest models in sets, combination and multi-band receivers.

Packets Ready

All broadcast stations are to receive packets next week containing announcements, station breaks, news releases and the RMA promotion kits. NAB is preparing a set of scripts incorporating the best material used by stations in the 25th anniversary celebration last year.

NAB President Justin Miller last week wrote network presidents, asking their cooperation in the plans. Networks will take the lead in promoting the week on the national level, with stations and dealers cooperating in individual cities and towns.

Partcipating in the dealer phase of the campaign will be department stores, music stores, furniture dealers and electrical appliance retailers. Working with them, besides RMA, are National Dry Goods Assn., National Retail Furniture Assn., National Music Markets Assn. and National Electrical Retailers Assn.

In completing its nationwide promotion campaign RMA noted that 13,000,000 receiving sets will have been produced since observance of the first National Radio Week last year. This production is 50% above the highest rate attained in the last prewar year, 1941.

One phase of NAB's campaign is already under way. This is the nationwide letter contest to be conducted by the Assn. of Women Directors, under direction of Alma Kitchell, WJZ New York, AWD president, and Dorothy Lewis, NAB director of listener activity.

RMA has approved donation of 204 receiving sets, with 12 sets to be given away in each of the 17 NAB districts. Letters are to be not over 200 words, covering the subject "What I Think About Radio." They are to be sent not later than Dec. 6 to the woman broadcaster over whose program the contest is announced. Winners are to be announced about Feb. 1, according to Mrs. Lewis.

RMA is developing a separate promotion campaign based on the slogan "A Radio in Every Room —A Radio for Every Purpose." With 90% of homes in America having at least one set, RMA notes that only 50% have two or more sets. Final approval rests with the RMA board of directors.

The RMA Radio Week campaign is being directed by W. B. McGill, advertising director of Westinghouse Radio Stations Inc., who is chairman of a special subcommittee of the RMA Advertising Committee. NAB's plans are being prepared under direction of Edward J. Heffron, executive assistant-public relations.

Ask Radio Week Observance

BROADCASTERS and set producers and sellers were called on Friday to observe National Radio Week Nov. 24-30 in a joint statement by Justin Miller, NAB president, and Ray C. Cosgrove, president of Radio Manufacturers Assn. and vice president of Crosley Corp. The statement follows:

"We welcome this opportunity not only to call public attention to the achievements of radio but also to remind ourselves of the serious responsibilities of broadcasters and manufacturers alike to serve the public interest.

"National Radio Week this year will find radio with expanded facilities, better prepared than ever before to fulfill these responsibilities. Broadcasting stations everywhere are improving their facilities and programs, new stations are being built and postwar radio receivers are being produced at record rates. FM and television are establishing themselves as new media for public enjoyment.

"We hope that everyone associated with radio broadcasting—station owners and their staffs, advertisers and agencies, program producers and participants, radio manufacturers and their merchandising representatives—will join in the observance of National Radio Week Nov. 24-30, and that the millions of listeners will take time to consider the vital role which radio plays in their daily lives."

Return your BROADCASTING YEARBOOK questionnaire promptly, please. If changes occur, rush them to us air mail. That assures accuracy of *your* listing in the 1947 edition.

And, you'll receive with your subscription an even more complete and comprehensive YEARBOOK Number.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

PROGRAM BY BLIND

Children Produce Show They Wrote in Braille

SIX blind Maryland school children prepared a radio script in braille and produced the show, entitled *When the Teacher Is Late* over WCBM Baltimore.

The program dealt with embarrassing situations in which blind people find themselves, and pointed up their sense of humor. WCBM described the show as highly successful and found audience reaction excellent. A part of the stations regular *Children's Theatre of the Air*, broadcast each Saturday, 11-11:30 a. m., the youngsters from the Maryland School for the Blind, Overlea, Md., aired their program Nov. 2.

Each of the six participants had his own script in braille. Program was produced in Sear's Auditorium, adjacent to WCBM. Newell Warner of WCBM is m. c. and director of the Children's Theatre.

POTTER TO PRESIDE AT KENTUCKY MEET

MEETING of Kentucky Broadcasters Assn. will be held Nov. 15-16 at Lafayette Hotel, Lexington, Ky., with President Hugh O. Potter, WOMI Owensboro, presiding. Sessions open at 1 p. m. Friday with a talk on "Small Market Station Operations" by J. Allen Brown, head of the NAB Small Market Stations Division.

Arthur C. Stringer, NAB director of special services, will give a talk on "Radio News" with William H. Cartwright, Edward Petry & Co., Detroit, speaking on "What Radio Research Forgot."

Saturday meeting opens at 9:15 a. m. with Elmer Sulzer, U. of Kentucky, discussing "Department of Radio Arts." Business session will be held, with election of officers, followed by a luncheon at which the Nunn stations will be hosts. Delegates will attend the Kentucky-W. Va. football game in the afternoon. Other association officers are J. E. Willis, Nunn stations, first vice president; Harry McTigue, WINN Louisville, second vice president; Harry Callaway, WHAS Louisville, secretary-treasurer.

Newsmen Name Board

RADIO NEWSMEN of Southern California, newly organized, elected four directors Nov. 6. On the board are: Vance Graham, KMPC Hollywood news editor; Harry W. Flannery, CBS commentator; Adele Ullman, ABC news staff, and Pat Bishop, KFI Los Angeles news editor. They authorized a Grievance Committee, headed by Chet Huntley, CBS Hollywood director of public affairs and president of the group, to deal with such problems as radio representation on equal status with the press.

Press Cooperates on Radio Listings

Papers Usually Carry Program Schedules, NAB Finds

NEWSPAPERS in general are friendly and cooperative in printing broadcast program listings, according to Kenneth H. Baker, NAB director of research. Dr. Baker based this finding on a questionnaire survey conducted among 732 AM commercial stations in which a return of 79% was attained.

The results of the survey reflect a marked improvement in radio-newspaper relations in the last decade.

Only 4% of broadcasters reported to the NAB that local papers refused to carry any of their listings. Another 3% said that some, but not all, of their local papers will not carry listings.

"The practice of refusing space to broadcasters is more characteristically a small-town phenomenon, especially in towns of less than 50,000 population," Dr. Baker said.

Charged for Listings

Also limited to small towns is the not too prevalent practice of charging radio stations for printing their listings. No such cases were reported by clear-channel stations but 22 regionals and 50 locals, 13% of total reporting stations, said they paid for separate listings of their programs, with 81% not paying and 6% not answering the question.

The space for program listings is bought separately by each station required to pay for it, the survey revealed, with no sharing of expense by other stations appearing in the listings.

Dr. Baker found that 13% of stations whose listings appear in local newspapers have trade arrangements with the papers whereby space is exchanged for time on the air, with the practice more pronounced in cities under 50,000.

Asked if their listings appear daily, 89% of the responding stations answered "yes", with 9% saying "no" and 2% failing to answer. Of listings that do not appear daily 43% appear in weekly newspapers and 18% appear irregularly; 39% did not answer the question.

Listings always appear on the same page, 51% of stations reported, but the survey showed no relation to city size. Mentioned most frequently were the radio page, amusement page, theatre page and comic page, though significance of these answers is reduced because half of the respondents failed to mention any special page.

Advertising Figures

Dr. Baker found that 79% of stations buy newspaper space for promotion of their station or program promotion, or both, with no relation shown to city size. Three out of five of those who do not buy extra newspaper space cited station policy as the reason.

Asked how many papers in the city carry listings, 81% replied that they appear in all local papers in their communities. Listings of 90% of clear-channel stations are carried in all of the papers, with 83% for regionals and 73% for local stations. Thirty-nine percent of the stations reported their listings appear in one or more newspapers outside the city in which main studios are located.

Ownership affiliation with a newspaper was reported by 30% of stations; 68% reported no affiliation and 2% did not answer.

Cooperative or friendly relations with newspapers were reported by 51% of clear-channel stations, 56% of regionals, 41% of locals. Complaint that listings are printed in small type, buried, uncorrected or partial was voiced by 17% of clears, 9% of regionals and 9% of locals. Failure to cooperate or an attitude of enmity on the part of papers was reported by 3% of regionals and 8% of clears. Highest ad rates must be paid for listings according to 2% of clears, 5% of regionals and 8% of locals.

Thirteen stations—four regionals and nine locals—stated it was necessary for them to carry their listings as part of the advertisement of a local retailer, with four of the 13 sharing the cost.

NOTICE

Craig G. Maudsley is no longer connected with Station WJBK (James F. Hopkins, Inc.) Detroit, or with Michigan Music Company.

(Signed) *James F. Hopkins*

ORLANDO TRANSFER SOUGHT FROM FCC

TRANSFER of control of Orlando Daily Newspapers Inc.'s conditional FM grant for Orlando—based on a 1945 contract by which Martin Andersen, 39.2% stockholder, acquired voting control and may ultimately acquire the remaining stock for $624,275—is sought in an application pending before the FCC.

The transfer would be from General Newspapers Inc. to Mr. Andersen individually and as trustee for his wife and daughter. Under the 1945 contract, Charles E. Marsh and members of his family, controlling stockholders of General Newspapers, exchanged control in Orlando Daily Newspapers for Mr. Andersen's one-third interest in Macon Telegraph Publishing Co. Mr. Andersen has voting control of the Orlando company, the Marsh shares became preferred as to cumulative dividends at a rate of $5 monthly for a total of $40,500 annually, and at the end of 10 years Mr. Andersen may purchase these shares for $624,275 payable over a 10-year period. If dividend payments are defaulted for two years, Mr. Marsh reacquires voting rights.

In addition to the conditional FM grant, Orlando Daily Newspapers won a proposed grant of its AM application for 990 kc with 10 kw day and 5 kw night, directionalized fulltime [BROADCASTING, Nov. 4]. Macon Telegraph Publishing Co., from which Mr. Andersen is withdrawing, has an FM application pending.

WARL Makes Debut

WARL in Arlington, Va., Washington suburb, took the air at 1:15 p.m. Nov. 7 with 1000 w daytime on 780 kc. Station is owned by Kilbourne Castell and Frank U. Fletcher, with Frank Blair as program director.

FCC GROUP VISITS PHILCO'S FACTORY

HEADED by Acting Chairman Charles R. Denny Jr. and two Commissioners, a delegation from FCC made a "general inspection" of Philco Corp. production and developments, including television, at Philadelphia last Friday.

The all-day tour was one of about eight the Commission has made in the past several months for first-hand examinations of industry production and plans. The group included:

Acting Chairman Denny and Comrs. E. K. Jett and Rosel H. Hyde; Chief Engineer George P. Adair; Chief Accountant William J. Norfleet; Assistants General Counsel Harry M. Plotkin and Vernon L. Wilkinson; Assistant Chief Accountant Dallas W. Smythe; Charles S. Hyneman and Earl A. Minderman, assistants to the chairman; Walter E. James, assistant to the general counsel; James A. Barr, chief of AM division, broadcast branch; Curtis B. Plummer, chief of TV division, broadcast branch; William C. Boese and Charles R. Weeks, chiefs of sections, engineering department.

CKPG Prince George, B. C., 250 w on 1230 kc, has joined the CBC Trans-Canada network as a supplementary station.

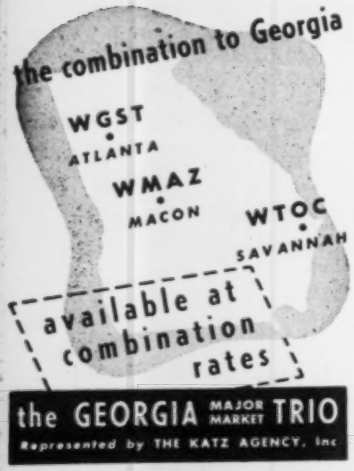
COVERAGE COUNTS!

IN VIRGINIA IT'S RICHMOND
.. IN RICHMOND IT'S WRNL

Located in the heart of the Virginia market with it's enormous cigarette and tobacco industry, WRNL offers to the advertiser a high-income listener coverage. Here, your advertising dollar is High Powered money—carrying you to a profitable, growing market that will mean far-reaching opportunities for your business.

WRNL 5000 WATTS
RICHMOND, VA.
NIGHT & DAY
910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES



The Nunn Stations
4 ABC
1 CBS
5★
★ IMPORTANT MARKETS
• Amarillo, Tex. ..... KFDA (ABC)
• Ashland, Ky. ..... WCMI (CBS)
• Huntington, W. Va.
• Knoxville, Tenn. ..... WBIR (ABC)
• Lexington, Ky. ..... WLAP (ABC)
• Mobile, Ala. ..... WMOB (ABC)

"THE WORLD'S BEST COVERAGE U.P. OF THE WORLD'S BIGGEST NEWS"

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY

Better Commercials Key Pacific AAAA

Y & R Radio Executive Says Research Not Final Word

KEYNOTING his talk to convention theme of "Distribution or Bust," Joseph A. Morna, New York associate radio director of Young & Rubicam Inc., at Pacific Council of AAAA ninth annual Western States Convention, advised delegates that, "unless the commercials are good—no matter how good radio distribution is—radio's a bust."

With his speech broadcast over KIST, he was principal speaker at a three-day convention at Biltmore Hotel, Santa Barbara, Calif., ending Nov. 6. H. E. Cassidy, vice president of the McCarty Co., Los Angeles and outgoing chairman of Pacific Council, presided. Only other speaker touching on radio was Linnea Nelson, timebuyer, J. Walter Thompson Co., New York.

Dramatizing costliness of commercials, Mr. Moran said that some sponsors pay from $10,000 to $13,000 a minute for their commercials.

Frankly appraising commercials, Mr. Moran admitted that there is room for improvement but urged consideration of progress already made in past few years. Sketching progress in light of his own agency's operations, he underlined the need for simplicity.

Research Not Final

Although "research is a mighty big factor, in improving commercials," Mr. Moran cautioned, "it isn't the last word. . . . Experience and skill and advertising judgment are just as important," he said.

Giving research its due, he reviewed electronic audience measurements which enabled radio producers to obtain a reaction curve for an entire show from groups of people. For first time it was possible to break this down "second by second," thereby determining among other things "why each element of the show is liked or disliked." With that knowledge remedies are possible, he advised.

"A radio department is as good as the last commercial broadcast," he said. Reminding his listeners that "radio copies an awful lot from itself . . . often without knowing why," he urged careful thought.

Recalling Sir Henry Irving, Shakespearean actor who dragged his feet off stage because of a club foot, he said that many other Shakespearean actors did likewise without even knowing why.

Oral Experience

When radio commercials first took to the air, they were written by those whose experience was in other media, Mr. Moran said. To capitalize on oral appeal, he pointed out that advertising next turned to showmen, already familiar with the spoken word. At this point, he said, Young & Rubicam took showmen and made them into advertising men. They took people who knew about the spoken word and taught them advertising, thus forming the first group of people whose job it was to write radio advertising copy exclusively.

Mr. Moran described entry of Dr. George Gallup into Young & Rubicam organization and his resultant research which quickly began to embrace radio. Following properly controlled tests, it was found that each commercial was most effective covering only one specific point about a product. Next, he said, research showed the value of tying program personalities in with commercials.

Tracing progress made, he explained that commercials were read to clients, instead of presented like magazine and newspaper copy. Commercial writers were included in client meetings to fuse policy with copy. Emphasizing importance of this step, he contended "changing of a word or phrase by a person who hasn't built that commercial can result in loss of listener-interest at the point change is made."

Reviewing progress of BMB, Miss Nelson reminded agency executives attending convention that organization is "tri-partite" composed of NAB, ANA and AAAA. Therefore, she said, "everyone connected with business of advertising is responsible for success or failure of this" (BMB).

BMB Praised

To date, she reported, four networks and 706 stations have subscribed more than $1,000,000 for the project. BMB has met every deadline, according to Miss Nelson, and has operated about 10% under estimated cost of operation. In her travels on the West Coast, she found station operators and agency executives extremely confident in BMB. They recognize need for such a service, and through its standardization, see increasing acceptance of radio as an advertising medium.

Warren E. Kraft, vice president and manager, Honig-Cooper Co., Seattle, was elected chairman of the Pacific Council for 1947. Charles E. Ferguson, vice president and manager of BBDO San Francisco, was retained as vice chairman with Charles H. Devlin, vice president and radio director, Joseph R. Gerber Co., Portland, elected secretary-treasurer. L. C. Cole, head of L. C. Cole Adv., San Francisco, continues on Board of Governors, with C. Burt Oliver, Hollywood manager of Foote, Cone & Belding, added as new member.

COMPETITOR DENIED WJBW INTERVENTION

FCC refused to allow Southern Broadcasting Corp., applicant for a new station at New Orleans on the operating assignment of WJBW there [BROADCASTING, Nov. 4], to intervene in the WJBW hearing which was held last week.

The hearing involved WJBW's renewal application and a request of Mrs. Louise C. Carlson, former wife of WJBK licensee Charles C. Carlson, that she be given the station's assignment—1230 kc, 250 w, fulltime—for a station of her own. The hearing was held at New Orleans.

Southern Broadcasting's application for the facilities was filed shortly before the hearing was scheduled. This presumably was the basis of FCC's denial of the petition to intervene. The application itself was not acted upon.

Southern Broadcasting is owned in equal shares by Robert L. Sanders, president and technical director of WSKB McComb, Miss., and George Blumenstock, WSKB general manager and treasurer. Messrs. Sanders and Blumenstock have a suit pending against Mr. Carlson based on a management contract involving WJBW several years ago.

Upcoming

Nov. 15: Women in Radio Conference (NAB-AWD), Denver U., Denver, Col.
Nov. 15-16: Two conferences on radio in education for Washington, Oregon and Alaska area, Portland, Ore.
Nov. 15-16: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky. (postponed from Oct. 8-9).
Nov. 18: 1946 Eastern Annual Conference, AAAA, Waldorf-Astoria Hotel, New York.
Nov. 18: Conference of Intermountain Radio Council, Salt Lake City, Utah
Nov. 21: Conference of Omaha Radio Council, Omaha, Neb.
Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.
Nov. 24-30: National Radio Week.

Routine Simplified

TO FURTHER reduce paperwork routine for both applicants and itself, FCC last week approved a proposed procedure whereby American Telephone and Telegraph Co. will be able to seek "blanket" authorization from year to year to cover annual programs of projects and to supplement existing facilities. Long Lines Dept. and associated companies of the Bell System are authorized to file before Dec. 1 of current year and Nov. 1 of succeeding years such blanket applications for ensuing year's projects. Commission took action under provisions of Sec. 214(a) of the Communications Act and Sec. 63.06 of its Rules and Regulations. Sec. 63.54 of Rules was waived to permit short cutting. Proposed procedure is not designed to cover construction to be undertaken and owned solely by any of the associated companies.

Comr. Jett Suggests Planning For FM to Develop Gradually

A REALISTIC approach to FM as an evolutionary as well as a revolutionary development in radio was advocated last week by FCC Comr. E. K. Jett who urged radio dealers to encourage public purchase of combination AM-FM receivers so that maximum benefits could be derived.

In an informal appearance in Hagerstown last Tuesday before some 100 distributors and dealers from western Maryland and contiguous areas in Virginia, West Virginia and Pennsylvania, Commissioner Jett cited the superior quality of FM but pointed out that AM service is destined to continue for some time and that clear channels probably will "remain permanently" to serve the remote rural dwellers. He spoke in the auditorium of WJEJ Hagerstown, at the invitation of Grover Crilly, owner of the Hagerstown station and an FM licensee.

Mr. Jett encouraged dealers to recommend purchase of combination receivers so that all broadcast stations, whether AM or FM, in given areas could be received. He predicted that FM eventually would replace AM insofar as regional and local operation are concerned, but pointed out that it will be "several years" before there are sufficient FM receivers in the hands of the public to bring about that transition." Best estimates, he said, are that about five million sets incorporating FM will be produced in 1947. This pace, however, he said, will be accelerated as the public demand for FM increases.

To Grow Rapidly

Because of the "superior quality" of FM the next two or three years should see as many FM stations authorized and operating as there are AM stations, with the newer medium achieving in that short span what it has taken AM broadcasting a quarter century to attain.

To encourage combination set sales, Mr. Jett suggested that dealers demonstrate FM reception at night rather than daytime only. He pointed out that the consistent coverage of FM day and night would clearly demonstrate its advantages over AM. Since there are no daytime only assignments in FM whereas the bulk of the new AM authorizations are for daytime only or on local channels, the elimination of static and co-channel interference will be evident.

Mr. Jett cited as the primary advantages of FM over AM: (1) freedom from noise and static; (2) consistent day and night coverage; (3) high fidelity.

ROBERT OTTO FORMS OWN ORGANIZATION

AFTER the first of the year the New York and Buenos Aires offices of the Export Adv. Agency will begin operations as an independent organization under the name of Robert Otto & Assoc., Inc.

Mr. Otto

The agency will be headed by Robert H. Otto as president, Edward Mazzucchi, vice president, and Henry Dalmases, secretary-treasurer. The agency retains the same offices and personnel with the addition of a new accounting and billing department. The agency's 35 clients will retain the services of Robert Otto & Assoc. Campaigns for these accounts will be run in Latin American countries, the Orient, Near East, Africa and Europe. The 35 accounts include: Bon Ami Co., Campbell Soup Co., Consolidated Razor Blade Co., Cream of Wheat Corp., Dorothy Gray, E. I. du Pont de Nemours & Co., Fisk Tire Export, General Motors Overseas Corp., Lehn & Fink Products Corp., P. Lorillard Co., Miles Laboratories, Inc., Lydia Pinkham Medicine Co. and others.

Two-for-One Stock Split Voted by Decca Records

STOCKHOLDERS of Decca Records Inc. last Wednesday approved the plan of a two-for-one stock split of Decca's capital shares and an increase in the authorized shares to 1,500,000 from 500,000. Trading in the shares began Nov. 8 on the New York Stock Exchange.

Consolidated net profit of Decca Records Inc. for the nine months ended Sept. 30, 1946, amounted to $1,346,227 after provision of $987,903 for all estimated income taxes. This equals $3.46 per share on 388,325 shares of capital stock outstanding Sept. 30, 1946, and compares with $640,289 net profit, equal to $1.65 per share on the same number of shares outstanding in the corresponding period of 1945.

Goldmark to Speak

DR. PETER C. GOLDMARK, director of engineering research and development at CBS, will talk about color television at the 611th meeting of the New York Electrical Society, Nov. 12 at 8 p.m. He will present some of the fundamental aspects of colorimetry as they relate to the use of colors and television. Dr. Goldmark also will describe the electrical standards and design features specific to color television in the ultra-high frequencies.

CBS WILL TELECAST DODGERS NEXT YEAR

WCBS-TV New York will televise home games of the Brooklyn Dodgers starting in 1947 under an exclusive three-year contract for video rights to the games concluded last week between CBS and the Dodgers. In addition to the black-and-white coverage, CBS plans to televise some of the games in color using new equipment now being completed by the network's video engineers. Plans also include scouting the Dodgers spring training in Havana, presumably filming practice games and other training season highlights for broadcasting on WCBS-TV.

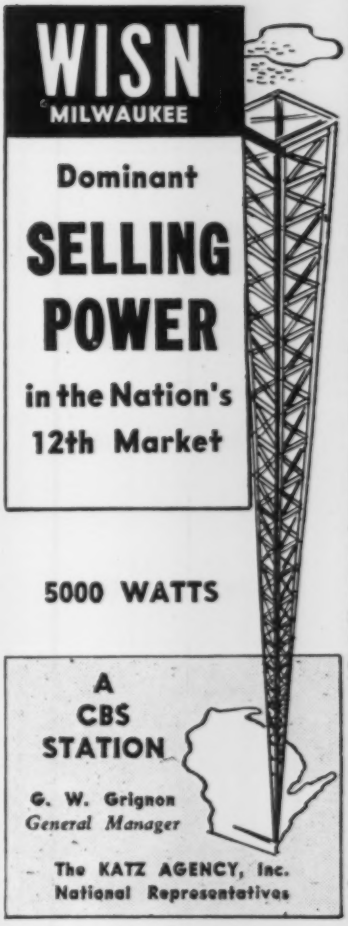
Agreement, announced jointly by CBS President Frank Stanton and Branch Rickey, president and general manager of the Dodgers, was negotiated for CBS by Lawrence W. Lowman, vice president in charge of television, and Leonard Hole, director of television plans, and for the Brooklyn ball club by Mr. Rickey, Walter F. O'Malley, vice president, and John L. Smith, vice president and treasurer.

The baseball telecasts will be available for sponsorship and George Moskovics commercial manager of WCBS-TV, reported that already prospects are "lined up four deep." Ford Motor Co., currently sponsoring Saturday football games and a variety of special events and sports pickups from Madison Square Garden on the station, is understood to be interested in adding the Dodgers games to its video schedule.

While the immediate arrangement between CBS and baseball club is for New York telecasts only, the possibility of networking the programs to other cities by coaxial cable or radio relay is being considered. But before any network contract could be concluded CBS would have to arrange for video affiliates in the other city or cities to be included, and the Dodgers would have to work out an agreement with the ball clubs in those cities to permit the telecasts to invade their home territories.

Luckman Hits Business

CHARLES LUCKMAN, president of Lever Brothers Co. (Lux soap), called upon "the leadership of American business to establish as its objective for 1970 at least a 100% higher standard of living for the American wage earner." Speaking at the Super Market Institute's annual meeting in Chicago Nov. 7, he demanded that business reform and stop opposing "everything that spells security" for "the little guy." He warned against complacency over the Republican landslide, and said business reform will have to precede labor reform.



USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME

▼

***78** other stations, networks and station representatives also use the P.I. network to reach the leading audience of buyers of advertising through the largest A.B.C. net paid circulation in the general advertising field.*

Printers' Ink

WGAR Says WADC Estopped In Challenging FCC Authority

WGAR Cleveland contended last week that WADC Akron was out of order in challenging FCC's authority to consider program matters in passing upon an application for improved facilities [BROADCASTING, Nov. 4].

Replying to WADC's exceptions to the proposal of FCC to grant the WGAR application for 50 kw on 1220 kc and deny WADC's, the Cleveland station argued that program service was one of the issues of the proceeding and was not questioned by WADC either before or during the hearing.

On the same grounds WGAR said WADC "is estopped" from challenging the relevancy of findings cited by the Commission as factors in its decision not to invoke the multiple ownership rule despite overlapping service between WGAR and its sister station, WJR Detroit.

" . . . counsel for WADC consistently took the position throughout the hearing that the Commission should have the widest possible scope in arriving at a decision, and that he would not object to anything on the ground of materiality," WGAR asserted.

Claiming that it "took the Blue Book seriously," WADC had argued that by carrying the complete CBS program schedule—a proposal which FCC found objectionable—it would become a "specialized" station. WGAR called this "an ingenious interpretation," declaring that the Blue Book made clear that a specialized service is "a preponderance of classical music . . . a preponderance of dance music, etc."

Further, WGAR asserted, the Blue Book indicated that a specialized service is justified only in large metropolitan areas "where a listener has his choice of several stations." WADC, it was noted, is "only one of two stations available to serve the local community needs of Akron."

WADC also overlooked the Blue Book's reference to the importance of local programs, WGAR contended.

WADC arguments that the Commission should have invoked the duopoly rule to deny WGAR's application were dismissed by the Cleveland station with the assertion that FCC made "thorough and accurate findings of fact on this subject" and reached a correct conclusion.

WGAR denied that a grant of its application would lead to a monopoly for WGAR-WJR owners, declaring that "stations in Detroit, including WJR, do not compete with stations in Cleveland."

When WGAR was granted use of 1220 kc with 5 kw in 1943, one of the conditions was that it take steps to increase its signal as soon as materials became available. In its reply to WADC's exceptions, WGAR denied that this condition meant the selection of a new site rather than increased power. It noted that WADC, when it appealed to the U. S. Court of Appeals after the 1943 grant, itself argued that the condition anticipated 50 kw power for WGAR.

The Cleveland station claimed that WADC, when it complained of FCC's failure to consider that the financial return to a station is greater from local programs than from network shows, "completely overlooks the cost of producing local programs." If WGAR duplicated WADC's plan to carry the full CBS schedule, the station said, "it could dispense with three-fourths of its staff and nearly all of its talent, thus substantially reducing its overhead and increasing its profit."

Reed T. Rollo of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis filed WGAR's reply to the WADC exceptions, which were submitted by Paul M. Segal of the Washington firm of Segal, Smith, & Hennessey. Both WGAR and WADC now operate with 5 kw, WGAR on 1220 kc and WADC on 1350 kc.

COMPTON ABANDONS TELEVISION SETUP

COMPTON Adv., New York, Dec. 1 will eliminate its television department which was originally organized in July 1941. Agency has advocated television and had planned to refrain from live production (filmed), until further experiments with motion pictures were developed.

Wyllis Cooper, head of the television department, will resign from agency to do freelance writing. One of his first assignments is to write script for the Wynn Wright Assoc. half-hour *Eddie Dowling-Esquire Show* series. Program will dramatize *Esquire* magazine stories. James N. Manilla, Compton's associate producer of television and motion pictures, leaves agency to join motion picture advertising department of Eastman Kodak Co., Rochester, N. Y.

Future television projects will be handled by agency's radio department.

ONE OF THE GREAT STATIONS OF THE NATION

kGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

CAB Board Names Rogers, Sedgwick

REORGANIZATION of the Canadian Assn. of Broadcasters followed a three-day meeting of the CAB Board of Directors at Toronto, Nov. 4-6. Col. Keith Rogers, owner of CFCY Charlottetown, was appointed honorary president, with Harry Sedgwick, managing director of CFRB Toronto, remaining chairman of the board. Col. Rogers will spend part of his time at Toronto, it is understood.

Harry S. Dawson, engineer of CAB, was appointed manager of the CAB office at Toronto while continuing as consulting engineer for member stations. T. Jim Allard, manager of the Radio Bureau at Ottawa, operated cooperatively by independent stations, has been appointed to a new post, public service director, and will continue to supervise the Radio Bureau, commuting between Toronto and Ottawa.

Another new post was created, director of broadcast advertising, with Douglas Scott, account executive of Cockfield Brown & Co., Toronto agency, appointed to this office. Formerly advertising manager of E. B. Eddy Co., Ottawa, he handled network programs *Singing Stars* for York Knitting Mills, Toronto, and *Rex Battle* for Laura Secord Candy Shops, Toronto, at Cockfield Brown. T. Arthur Evans remains secretary-treasurer.

Crosley Is Constructing $170,000 FM-TV Plant

CROSLEY Broadcasting Corp., Cincinnati, will start immediately on construction of a $170,000 FM and television transmitter station with 575-foot tower, James D. Shouse, president, said last week.

Civilian Production Administration has approved the building to cost $34,500. Remainder of the sum will go for equipment and the tower, Mr. Shouse explained. Site chosen is the old WSAI transmitter station at Warner and Chickasaw streets, facing the hill overlooking Cincinnati. Crosley sold WSAI several years ago but retained the tower and the site. Temporary FM and television broadcasts will go out from the Carew Tower in downtown Cincinnati.

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America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

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Radio Honored

COMPLIMENT to commercial radio was paid at cornerstone ceremonies for the new $2,000,000 addition to the Sattler Dept. Store, Buffalo. Among articles placed in stone for posterity were series of six transcriptions explaining success of singing announcements, their development and exploitation, as well as a manuscript on sports prepared by Ralph Hubbell, sportscaster at WGR Buffalo. Sattler's publicity director, Robert S. Cornelius, stated "Radio singing announcements have played a mighty important part in our operation and have proven themselves not only as an institutional medium, but as an effective sales instrument as well."

WHOM WILL EXPAND IN PUBLIC SERVICE

GENEROSO POPE, president of *Il Progresso Italo-Americano* and new owner of WHOM Jersey City, in a statement of policy last week announced "a vastly expanded schedule of public service programs in four languages will dominate future programming" over his station.

"We believe," Mr. Pope stated, "that public service programming in foreign languages has not kept pace with English public service programs, generally speaking. It is our intention to intensify this type of programming, to bring home to our listeners the meaning of good citizenship, and to encourage noncitizens to become naturalized Americans."

Fortune R. Pope, newly-named executive vice president in charge of WHOM, denied the statement made by Drew Pearson over his broadcast Nov. 2 in which the syndicated columnist declared that a "liberal" network would soon be started along the East Coast by the WHOM owner.

"We do not have any immediate plans for expansion," Mr. Pope said, "and Mr. Pearson's radio statement is entirely unfounded."

Radio Link

CONSTRUCTION permits were granted by the FCC last week to Winfield Morton for two temporary provisional radio-telephone stations to serve an isolated ranch area in New Mexico. Using FM emission with 250 w on 39.54 mc, one station would be located at Santa Fe and the other at Abiquiu, 50 miles distant. Latter has 700 population and is without telephone contact. Authorization is for one year and is subject to revocation and to applicant endeavoring to obtain public service.

FCC ANSWERS WNEW PLEA WITH LETTER

IN A LAST-MINUTE pre-election interpretation, FCC last week held that the political section of the Communications Act (Sec. 315) requires that time be made available on a candidate-for-candidate basis.

If the broadcast discussion involves policies and platforms rather than candidates, the Commission held that then the parties should be alloted equal time.

The interpretation, given in a letter in response to a petition filed by WNEW New York [BROADCASTING, Oct. 14], was considered an approval of WNEW's policy of allowing the Democratic, American Labor, and Liberal parties, which had the same candidates for Governor and Senator, an amount of time aggregately equal to the time allotted to any other party for its own candidates for these offices.

WNEW pointed out that it made political time available on a sustaining basis, that the three parties with the same candidates for Governor and Senator felt that each of them should have the same amount of time allotted to other parties, and that the Republican party believed it should have time equal to the total allotted to the three for the support of their common candidates.

The station's petition, filed by Thomas W. Wilson of the Washington law firm of Dow, Lohnes & Albertson, had requested a declaratory ruling on the question. The Commission, however, responded with a letter, asserting that it lacked sufficient facts to justify a "decision" on the matter.

Rights Secured

LAMBERT & FEASLEY, agency for Lambert Pharmacal Co., Listerine toothpaste, has purchased from Al Buffington Co., Baltimore, exclusive rights to remainder of country for *Quiz of Two Cities* half-hour audience participation show. Lambert Pharmacal has been sponsoring program on 24 stations in various sections [BROADCASTING, Sept. 16]. Quiz show has been on air for nine years.

Free Ads

FREE ADVERTISING announcements for a month were unique give-away presented to Mrs. Evelyn Gastel of Pittsburgh when her "home-town" day came up Nov. 1 on the CBS *Cinderella* show. Free advertising was given Mrs. Gastel by CBS affiliate, WJAS Pittsburgh, for her husband when he opens his garage shortly.

RADIO TO SUPPORT PEACE BOND DRIVE

ALL the broadcasting industry—networks, local stations and sponsors—is giving full support in publicizing the new month-long peacetime savings bond campaign which begins today (Nov. 11), according to Brent O. Gunts, Treasury Dept. chief of radio.

ABC started the bond drive Nov. 10 with a special program at 8 p. m. featuring Paul Whiteman and the entire regular cast of his show. Today Secretary of the Treasury John W. Snyder will address the nation on the significance of the campaign on MBS at 7:15 p. m., and at 10:30 p. m. CBS will sound off the beginning of the drive with a special broadcast from Hollywood featuring Sweeney and March, comedians.

NBC has announced a line-up of 59 shows that will tie-in with the savings bond fall campaign which runs until Dec. 7.

More than 1000 stations throughout the country will present the savings bond transcribed program, *Treasury Salute*, featuring Robert Waldrop in stories from the *American Notebook* twice weekly during the campaign month, and approximately 500 stations will also present the 12 five-minute transcribed *Sport Spots* prepared by the savings bond radio section in cooperation with Joseph Katz Co., New York. In addition, practically every station in the country will carry the transcribed and live announcements prepared for the campaign as well as the transcribed version of the bond song, *What's Your Favorite Dream.*

More and More Advertisers, Local and National, Are Getting More and More Results from the Mid-South's only 24 hour station

WHHM

MEMPHIS, TENN.

REPRESENTED BY FORJOE & CO.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Engineer wanted 5 kw southern station around December 1st. Interim FM beginning January 1st. A top salary will be paid for a qualified man. Send complete information including snapshot with reply. Box 135, BROADCASTING.

Girl continuity writer to do some air work on regional network station. Send picture, full details, salary requirement, first letter. Box 199, BROADCASTING.

Announcer needed for Texas station. Give full details. Box 203, BROADCASTING.

Wanted—Sales manager, program director, newsman, copywriter-announcers, chief engineer and announcer—operators for new 250 watt station in Pacific Northwest. Will open first of year. Splendid opportunity. Write Box 205, BROADCASTING.

Salesman wanted for progressive kilowatt, independent station in metropolitan market of half million. Reasonable drawing account against commission. Possibilities unlimited. References and sales record in radio desired. Box 206, BROADCASTING.

Wanted—Control operator with first class license who wants to combine job with opportunity to work toward degree at accredited technical college. Experience desirable but not necessary. Send references and salary expected. Box 208, BROADCASTING.

Wanted—YOU—if you are the kind of good, thoroughly experienced announcer who puts showmanship into record shows. The kind who can handle his own controls and make a five-minute fill sound like a planned production. We have good jobs and excellent futures for FOUR such men. New, independent kilowatt station in Midwest metropolitan market intends to match competitive network production with local programming of same calibre. Opportunity limited only by your own resourcefulness if you qualify. Also fine opening for news man with background of gathering, editing, and airing broadcasts. Rush transcription to Box 215, BROADCASTING.

KFUN needs two first phone announcers starting $40.00 weekly without broadcast experience, commensurably higher if experienced. Living costs relatively low here. Climate mild. Hunting, fishing, camping. Skiing and vacation area unsurpassed. KFUN, Las Vegas, New Mexico.

Commercial manager: One station market on MBS. Commission and drawing account. Send Photo, qualifications, WSSV, Petersburg, Virginia.

Have five room house and satisfactory salary for engineer with experience. Clarence H. Frey, c/o WLOG, Logan, West Virginia.

Spanish announcer-engineer wanted for new live-wire station in fast-growing southwestern community. Wonderful opportunity for man with first class ticket and ability to announce in fluent Mexican Spanish. English announcing also desirable. Rush transcriptions, photo, and full information and references to Al Stein, Program Director, KARV, Box 31, Mesa, Arizona.

Announcer with first class license. $60 for 40 hour week. Fare refunded at end of year's service. Send photo and audition disk with first letter. KTOH, Lihue, Hawaii.

Manager—New independent 1000 w metropolitan-rural station. Opportunity to develop market and acquire interest. Prerequisite: veteran, experience, leadership. Not a paragon but reasonable facsimile. Reply (kept confidential) with details for NYC interview. Box 507, Madison, Conn.

Wanted—Asst. manager-program director for 250 watt daytime progressive Georgia town. Opening soon. Monthly salary plus commission for right man. Box 689, Thomaston, Georgia.

Help Wanted (Cont'd.)

Have opening for first class engineer, or combination man with first license. WMJM, Cordele, Georgia.

Openings — Immediately—Experienced announcers, television engineers, EEs—production experience. RRR (employment bureau), Box 413, Philadelphia.

Announcer, competent, experienced, at once. Must be good record jockey, ad lib, interviews, news, special events and general announcing. Attractive proposition for right man. Key station regional network. Send disc, references and family status all first letter to Ken Bennett, KGEM, Boise, Idaho.

Texas station wants first class operator. Send full record. Box 204, BROADCASTING.

Engineer—Preferably single veteran for morning transmitter shift, conduct one hour farm program. 40 hours, write, wire, or call collect WNCA, Asheville, N. C.

Engineer-announcer: Mutual affiliate, with thirteen years experience, now has application for 1 kw and wants a combination man with accent on announcing. Salary is good and personnel are congenial. Here is a good place to work and live. Send complete details in first letter. Station WLAY, Muscle Shoals, Alabama.

The daily newspapers of Fort Smith, Arkansas, have a CP for 1 kw and 180 kw-FM. Fort Smith is in the Ozarks country where living is at its best—where people are happy. Needed, as soon as possible, an engineer who can help construct our stations and stay here to operate them. Give experience, salary expected, references, first letter. Jay Anderson, Box 88, Fort Smith, Arkansas.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Complete staff for 250 watt local station opening in Great Falls, Montana about November 23rd. Need 4 combination operator-announcers, one must be capable handling sports, 1 girl to act as receptionist, handle front office, write some copy, supervise traffic, 1 announcer capable writing good copy and sportscasting. Write complete letter of training, experience, snapshot, send audition to Manager, Great Falls Broadcasting Company, Park Hotel, Great Falls, Montana.

New Louisville daytime 1 kw seeking topflight news reporter (not commentator) for feature billing; also early morning man and disc jockey with smooth style, no jive; also experienced secretary to manager. Must be veterans; send audition and complete story. Radio Kentucky, 565 Upland Road.

Experienced dependable announcer wanted immediately, must be thoroughly experienced all types shows and turntable operation. Excellent salary. Send transcription, snapshot, references. Louis N. Howard, WHIT, New Bern, North Carolina.

Two experienced, versatile announcers. Excellent opportunity for advancement with new rapidly growing organization. Write fully giving background and salary requirements. A. B. Robinson, P.O. Box 309, Jackson, Tennessee.

Chief engineer capable supervising regional standard station and high powered frequency modulation station and remotes and supervise other associated stations in southern territory. Box 230, BROADCASTING.

Situations Wanted

Veteran, single, extensively trained in announcing, news and platter shows. Desires permanent position anywhere in U. S. Edwin Szymanski, 30 Sedgewick Street, Bridgeport, Conn.

Situations Wanted (Cont'd.)

Chief engineer—Eleven years experience construction, installation and operation including directionals. Married, 31, aggressive, dependable. Excellent references. Box 151, BROADCASTING.

News editor offers solid background and experience—alert, informed, comprehensive editing. Available one month, anywhere, $90 minimum. Box 194, BROADCASTING.

Bright gal, 22, can become right-hand woman to producer. Single, college graduate, several years radio experience; also secretarial background. Box 195, BROADCASTING.

Announcer—Long on ability. Short on experience. Will accept any reasonable offer. Have done Army radio work. Graduate radio school. Single, 21, steady. Disc. Photo on request. Box 196, BROADCASTING.

Announcer position wanted. Age 24, married, two years college. Completed course in radio workship. Veteran. Pleasant personality. Three years public speaking experience. Can do records, news, ad lib. Box 197, BROADCASTING.

Experienced announcer-newscaster. Vet, 30, control board. Box 198, BROADCASTING.

Attention North Carolina—Announcer-programmer, 10 years experience, married. Desires change. Excellent references. Now in state, ready to serve you and build high Hoopers for your station. Box 201, BROADCASTING.

Announcer—Disc shows, can write and handle local and national news. Formerly AFN. Hard worker, versatile. Best references. Box 202, BROADCASTING.

Announcer: Widely experienced in news, remotes of all kinds, emcee work. Know music, can write, interested in programming. Married, no children, 32 years old, veteran. And most important I will send transcription convincing you that I have ability to sell. Salary $80.00. Box 207, BROADCASTING.

Station manager: Desires position in middlewest. Experience includes 250 w and 50,000 w stations. If given full authority can assure increased sales and smooth operation. Highest recommendations. Will accept moderate income to start if can make agreeable and pleasant connection. Personal interview will convince you of my capabilities. Box 210, BROADCASTING.

Experienced announcer - newscaster. Working knowledge of all sports. Desires position in progressive station. Background, disc on request. Box 211, BROADCASTING.

Vet. 30, good ad lib artist, some writing ability which he intends to improve by correspondence study, would like announcing position in midwest under a G.I. on the job setup, if possible. Box 212, BROADCASTING.

General manager, with family, has resigned present position. His reputation based on intensive, aggressive activity in sales, promotion and management. Now supervises one existing station and three pending applications. Has made existing station one of nation's better small watters, according to trade executives. Interested in managing one or more stations with full authority, written contract, salary plus bonus. Will purchase interest. Outstanding business and personal references. Write full details, he will arrange interview at his expense. Box 216, BROADCASTING.

Male singer—3000 songs from memory. 14 years exp.—4 radio. Dialects, m.c. Will leave Chicago. Box 217, BROADCASTING.

Announcer, university graduate, seeks position assisting production director. All-round radio background. Photo, details, transcription on request. Box 219, BROADCASTING.

Writer. Credits ranging from situation comedy to documentaries seeks position with station or agency, writing continuity or commercial copy. Box 220, BROADCASTING.

Experienced producer with production, announcing and writing background in 250 watt to 50 kw stations. 27, single, ambitious. Details upon request. Box 222, BROADCASTING.

Available—Now:—Topnotch public relations man, copywriter, sportscaster. RRR, Box 413, Philadelphia.

I offer 10 years of radio experience, 5 years as chief engineer, also production, announcing. Small stations preferred. West Coast if possible. What do you offer? Box 121, Dixon, Calif.

Situations Wanted (Cont'd.)

Have first class license and desire position as announcer-operator. Ten years experience in radio. Married, have one child, can furnish disc and photo. State hours and salary. Prefer location in South. D. A. Nichols, Screven, Georgia.

Announcer—Age 28—married—thoroughly trained all phases radio in large Chicago school, prefer California, southwest, consider anywhere—details, disc, photo on request. Martin Lucas, 8126½ Indiana Avenue, Chicago.

Announcer—continuity writer for small station. Completed radio workshop course, college and business experience. Contact Alan Axtell, 4330 N. Lowell Ave., Chicago, Ill., Kil. 8644.

Announcer. Veteran, disc and photo available, will send details, prefer east. Tupper Jones, 44 West 60th Street, New York 23.

Experienced program director—familiar with all phases station operation. Interested midwestern station. Box 226, BROADCASTING.

Telephone first, experienced chief engineer. Married, age 50. Available soon, if right connection offered. Requires—availability of furnished apartment and top salary. Can manage department and handle men. Prefer mild climate and co-operative employer. Explain fully first letter. Box 223, BROADCASTING.

TIMER CLOCK . . .

Awaken to Music!

These 72-hour brass clock movements will turn on and off radios, signs, burglar alarms, or any electric appliance. The 24-hour dial 2" in diameter, can be set for any interval either on or off, from 1 to 23 hours in 1/2-hour steps. The switch in this clock is a standard 3-ampere 125-volt toggle type and may be turned on or off at any time without disturbing the dial setting. Cased in 3" plywood tube 3 1/2" long. Treated to resist fungus.

ONLY **$1.98** Postpaid

Send cash, check, or money order to

Clocks, Box 119, Topeka, Kan.

—Sportscaster—

Football—Baseball—Basketball

On spot & Recreation
3 years experience
Available immediately
Write Box 229, BROADCASTING.

WANTED
Program Director
for class B FM station to go on air in January. Beautiful town of 15,000. The rest of us are beginners: this man should know many of the answers.
Write full details and compensation needed.
Lincoln O'Brien, Claremont, N. H.

Wanted to buy—250 watt completely equipped radio station. Will buy outright or major portion of. Please submit full details and price in first reply. All replies held confidential. Box 214, BROADCASTING.

Program director—just returned connection British Broadcasting Company. Interested in permanent position with progressive station. Ten years experience all phases radio operation. Best references. Married, college graduate, a producer who knows his business. Box 213, BROADCASTING.

NAB Hits 2% Cash Discount; Franco Appeals to Stations

CAMPAIGN of American Assn. of Advertising Agencies to promote the practice of granting a 2% cash discount to agencies is contrary to policy of two NAB advertising committees, NAB pointed out last week. AAAA has renewed its perennial move by contacting stations throughout the country, though NAB notes that a heavy majority of stations do not grant the discount to agencies.

At meetings earlier this year the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee took definite stands against the discount, at the same time observing that each station is free to grant the discount if it desires.

The NAB committees feel that the agency rather than the advertiser is the principal in the contract, and the agency assures payment of the account, under terms of the standard contract form and at the insistence of the agencies themselves. Thus stations lack the right of subrogation.

The committees argue that no further inducement is necessary for prompt payment by agencies. On the other hand the agencies argue that the discount enables them to collect promptly from the advertiser. The NAB committees feel, however, that this is a problem between agency and client in which stations should not become involved.

Franco Sends Letters

Carlos A. Franco, Young & Rubicam's manager of timebuying, last week appealed directly to stations to follow the example of networks and most newspapers and magazines in granting 2% cash discounts on national advertising.

In a letter sent to stations which do not follow this policy (about 75% of stations), Mr. Franco said the 2% discount had been recognized in national advertising as "an economic necessity, as being essential to the stability and financial responsibility of the industry." He pointed out that the four major networks, 95% of the general magazines and 93% of the daily newspapers now grant a 2% cash discount.

Predicting that "from now on the national advertiser is going to be increasingly important to you as a customer," Mr. Franco told stations that in the development of national business "there is one particular factor which we believe should receive your careful consideration at this time . . . the granting of the 2% cash discount on national advertising time charges paid within a specified short period."

In explanation of how the application of the discount may assist the growth of national advertising, Mr. Franco outlined the channels through which funds pass from advertiser to agency to station. Agencies, he said, have little working capital upon which to base credit ratings, hence must receive a steady flow of funds from its client advertisers. If stations granted cash discounts to agencies, which pass them along to clients, a "persuasive inducement to prompt payment by advertisers" has been achieved, he said.

"The fact that your station is paid promptly and fully for national advertising is due in largest part to the stability which the cash discount has given to advertising financial operations," Mr. Franco wrote. "It is doubtful that without the cash discount such stable credit conditions could be maintained very long.

"We believe that it would be to your real advantage to join these other media in allowing the discount," said Mr. Franco.

"The proposal," he continued, "may look as if, for the sake of uncertain future gains, we are asking you to cut your rates now for our immediate benefit. You may very well argue that your rates are fair and you can see no reason why you should cut them. Allowing the cash discount does not mean cutting rates. Your rate schedules can be adjusted to provide for the discount without lowering them. You will suffer no loss, because you will continue to receive as much per time unit net as you have been receiving without the cash discount."

He pointed out that Young & Rubicam had "nothing to gain in the way of additional income, since the cash discount means no more money in our pockets."

"Our sole interest," he said, "is in building a sure foundation of sound, responsible financial operation that will mean for both of us safety in our commitments and confidence in the future."

CBS Dividend

CBS last week declared a cash dividend of $1 per share on class A and class B stock of $2.50 par value. Dividend will be paid Dec. 6 to stockholders of record at close of business Nov. 22. Net income of CBS during first nine months of 1946 was $3,997,532. In same period of 1945, net income was $4,271,261 but of this amount $1,037,014 was gained from sale of WBT Charlotte to Jefferson Standard Life Insurance Co., Greensboro, N. C.

More Amateur Bands

FCC LAST WEEK announced adoption of Order 130-J by which certain additional frequency bands are made available for use with type A1 emission (radiotelegraphy) by amateur radio stations. Effective Nov. 2, bands released are 7,000-7,150 kc, 14,000-14,100 kc and 14,300-14,400 kc. Although previously allotted for such amateur use by Part 12 of Commission's Rules Governing Amateur Radio Service, their use has been temporarily restricted.

Dr. Baker of GE Will Head Radio Engineers

DR. W. R. G. BAKER, vice president of the General Electric Co. in charge of electronics, has been elected president of the Institute of Radio Engineers for 1947. He will succeed Frederick B. Lewellyn of Bell Telephone Laboratories and will assume office Jan. 1.

Dr. Baker, a native of Lockport, N. Y., is also director of the Engineering Dept. of the Radio Manufacturers Assn., member of the board of governors of the National Electrical Manufacturers Assn., and chairman of the Electronics Committee of the American Institute of Electrical Engineers. He is a graduate of Union College.

Buster Brown Adds

BROWN SHOE Co., St. Louis (Buster Brown Shoes), extends *Smilin' Ed McConnell and Buster Brown Gang* to full NBC network of 155 stations effective Dec. 7 through Leo Burnett Co., Chicago. Program originates in Hollywood and is currently on 64 NBC stations.

Union Chosen

PHILCO television station employes at WPTZ Philadelphia have voted 27 to 3 to make the International Alliance of Theatrical Stage Employes their bargaining agent.

NOW YOU CAN

INCREASE

YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Betty Wason, former war correspondent for CBS: "Your course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique. . . ."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

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Address inquiries to:
NATIONAL ACADEMY OF BROADCASTING
1366 Irving St., N.W., Dept. 108, Washington 10, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

Situations Wanted (Cont'd.)

Chief engineer, announcer, 10 years in radio, construction, operation, and maintenance, manufacturing experience, as test, development and design experience, available Dec. 1. Will go anywhere. J. Benonis, 14½ Avalon Place, Fort Myers, Florida.

Give girl a break! Experienced, versatile, attractive, refined! Wish staff position, with or without investment, in new or expanding station. Intermountain or West Coast. College degree. Graduate drama and N. Y. radio school. Three years' experience network and small-stations. Announcer, narrator, storyteller. News, women's, public-service and children's programs. Good voice, good to look at, good all-around radio girl. Available now. Box 227, BROADCASTING.

Statistician: B. A., graduate study, veteran, 2 years experience market research, age 26, work as statistician or radio research. Box 224, BROADCASTING.

Announcer—Limited experience—unlimited ambition. Single. Veteran, age 23. University & professional workshop training. Best references. Box 225. BROADCASTING.

For Sale

For sale or trade (2) new 833A tubes (RCA). Box 200, BROADCASTING.

Will consider selling two established local network stations in connected markets. Excellent opportunity. Information furnished only to those financially able to make substantial investment. Box 209, BROADCASTING.

250 watt broadcast transmitter, composite, all new components, will meet all FCC requirements, $2,000.00. Also Gates Model 51 studioette complete with tubes and power supply, new condition $350.00. Box 221, BROADCASTING.

Model CGS-250G Temco 250 watt transmitter, complete, new, in original factory carton, with two sets tubes, conversation for commercial broadcast if necessary. Immediate shipment. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

Solid bare copper wire, 8 to 12 gauge. Some copper ribbon. Write H. O. Nelson, 1005 E. 55th Street, Chicago, Illinois.

175 foot Lehigh self-supporting tower complete with lighting equipment, chokes and WE tuning unit. WAIR, Winston-Salem, N. C.

Radar tower section, 16 feet long, 19 inches square; brand new, cross braced, welded, bolt lugs on one end; can be welded together and with proper guys make up 150 or 160 foot vertical radiator, only $15 per section, FOB Louisville, Kentucky. Electronic Service Co.

Two new Gates CB-11 transcription turntables, with lateral reproducers. Perfect condition, used two months in wired music service, going out of business. First check for $800.00 gets both immediately. Box 228, BROADCASTING.

Wanted to Buy

Will buy radio station—One kilowatt or less showing good or potential earning power. All replies confidential. Write Box 218, BROADCASTING.

Have buyers for antenna towers, microphones, monitors, patch cords, pick-ups, recorders, transmitters. Will sell your surplus equipment for 15% commission. No sale, no pay. Send full information and price at once. Kelley, 4709 N. Spaulding Ave., Chicago 25, Ill.

Miscellaneous

Attention new stations: Need equipment installed? Contact us. Reasonable rates. Available immediately. Box 171, BROADCASTING.

First class engineer desires associates for organizing new Southern station. Also interested in purchase of all or part of existing station. Box 185, BROADCASTING.

Padway Says NAB Sponsored Lea Act

Admits Petrillo Is Guilty If Law Should Be Constitutional

By FRED SAMPLE

ALMOST SIX MONTHS after James Caesar Petrillo, AFM president, ordered a picket line thrown around WAAF Chicago for its refusal to meet his demands to employ three additional union musicians as platter-turners, the chunky music czar faced a Federal judge in the U.S. District Court of Northeast Illinois to show cause why he should not be convicted of willfully violating the Lea Act.

Flanked by his chief counsel, Joseph Padway, Mr. Petrillo presented himself before Judge Walter La Buy at 10 a.m., Monday, to argue his contentions that the Lea Act is unconstitutional.

Admits Strike

Mr. Padway, in his motion to dismiss the Government's bill of information filed June 10, admitted Petrillo notified Brad Eidmann, general manager of WAAF, *Drover's Journal* station, to employ three additional union employes and also that he ordered a picket to be placed in front of the station's entrances in the Palmer House in violation of the Lea Act [BROADCASTING, May 27].

In his arguments, Mr. Padway repeated charges presented in his brief, filed Aug. 19, that the Lea Act violated the First, Fifth, Tenth and Thirteenth Amendments of the Constitution.

Mr. Padway, in questions asked of the court which he himself answered, said it was not illegal to ask an employer to employ additional persons, even if in the employer's opinion they were not needed or if they performed services not required.

Also, it was not illegal, under the Lea Act, to ask more money in lieu of additional employes, Mr. Padway contended. It was not illegal, he declared, because nowhere in the Lea Act does it specifically state that the objectives which Petrillo sought to obtain by "peaceful picketing" were in themselves illegal.

Reviews AFM Bans

He admitted that Petrillo committed the acts as charged in the Government's bill of information and that he was guilty of violation of the Lea Act. But, he argued, until the objectives themselves are legally considered as a crime, then the means used cannot be considered as a crime.

There can be no law under democratic processes that can force a man to work against his will for a private employer, Mr. Padway told the court.

He reviewed Mr. Petrillo's and the AFM's controversies with NBC, the NAB and the radio industry in regard to the Interlochen, Mich. broadcasts, and Dr. Joseph E. Maddy, his edict against foreign broadcasts and against duplicate broadcasts on AM and FM stations.

Huddling at recess during oral argument (l to r): Joseph Padway, James Caesar Petrillo, Henry Kaiser, member of AFM counsel.

"There are other matters to agitate the industry and to eliminate anything beneficial for the musicians, one of which was the amateur hour which was found to be a hindrance to the musician and it was decided it should be abolished," said Mr. Padway. "Another hindrance was the foreign broadcast and we wanted that limited. When the radio industry found they could do nothing about this, they found friends in Congress, among them Congressman Lea, who had a bill introduced."

He told the court that the AFM "had to object" to the broadcast of the Interlochen National Music Camp concerts because the programs were making inroads to the livelihood of union musicians. "The campaign of vilification continued," he said. "Petrillo was known as a czar and dictator, but if Maddy had come to Petrillo to discuss the matter, a setlement might have been reached."

At no time, Mr. Padway declared, had Mr. Petrillo said the networks or the stations could not broadcast programs by non-union musicians. Mr. Petrillo had only informed them that if such broadcasts were made then his union members would refuse to perform. This, he asserted, was fully in accord with each musician's constitutional rights.

He said the Lea Act itself had been sponsored by the NAB merely to restrict Petrillo and the AFM and that the authors, in Congressional hearings, had admitted the union's right to strike. He quoted from the *Congressional Record* what he termed a "classic conclusion" that union musicians who felt in need of relief from "strenuous labor by the addition of additional employes" had a right to strike if these demands were refused by the employers. He said the WAAF situation paralleled exactly this illustration and conceded the right of the station to refuse to employ no musicians at all if it so desired. By this very privilige, the AFM had an equal right to rufuse to work if the conditions imposed by the employer were unsatisfactory, he said.

Freedom of Speech

He told the court the Lea Act concedes the right of a union under constitutional law to engage in peaceful picketing. Further, he declared, picketing was merely another form of expression of free speech as guaranteed by the Bill of Rights.

If, he argued, the plaintiff (in this case the employer) can refuse to employ additional persons, cannot Petrillo avail himself of the same prerogative?

Mr. Padway concluded his arguments at 3:15 p.m. by telling the court that if the Lea Act could be proved constitutional, his client was guilty and would willingly accept the punishment of the court.

It took less than an hour for John Pratt, special assistant prosecutor for the Dept. of Justice, to sum up the Government's case.

Confining his arguments almost entirely to the findings of the House Interstate and Foreign Commerce Committee, which conducted hearings on the Lea Act prior to its passage 222-43 in the House and 47-3 in the Senate, Mr. Pratt told the court that although an invitation had been extended, no representative of the AFM had attended the hearings.

Against Public Interest

He said the Government based its case on the grounds that Petrillo's actions against the broadcasting industry were not only a disservice to other unions, but against the interests of the American public.

Millions have been extorted from the broadcasters every year, the price they paid for peace, declared Mr. Pratt. "But they didn't get that peace and Congress had to act."

He termed the purpose of the Lea Act as clear. The act, he said, was conceived and passed by Congress for the express purpose of protecting an industry serving the public against extortion and coercion. He said hundreds of stations depended upon networks for facilities to entertain and educate the public and that Petrillo's control of a necessary facility—in this case the music required for programming—constituted an illegal and coercive force. The only question before the court, he declared, was the Lea Act's constitutionality. In the Government's opinion the Lea Act is constitutional and Petrillo is guilty as charged.

He denied Mr. Padway's allegations that the Lea Act was an attempt to deprive the AFM of the right to earn a living, or that it was an attempt to replace musicians with labor saving mechanical devices.

It also, he declared, has nothing to do with any other coercion which Petrillo or the union may have employed (foreign broadcasts, or duo broadcasts).

The Government's case, he said is based on the contention that Congress is empowered to act against coercion to force an employer to use employes he does not need.

At the conclusion of the Government's argument, Mr. Padway offered a rebuttal to Mr. Pratt's contention that the AFM president had been guilty of coercion in ordering the WAAF walk-out.

No Concrete Example

No concrete example of extortion or coercion could be offered, he declared, inasmuch as the right to strike had not been outlawed or proved a means of coercion or extortion. He also cited the AFL's support of Mr. Petrillo and its declaration that the Lea Act was discriminatory not only to the AFM but to all organized labor. He said the Government's references to other court decisions relative to labor were not applicable to the present case.

Judge La Buy announced he would take the case under advisement. It is believed that decision will not be handed down before two or three weeks. Should the court find in favor of the Government, Mr. Petrillo can appeal to the U. S. Circuit Court of Appeals. If Petrillo's motion to dismiss is sustained, it is exnected that the Dept. of Justice will ask the court to refer the case to the Supreme Court for a final decision on the legality of the Lea Act.

During the afternoon recess, Mr. Petrillo, nattily attired in a dark blue suit, posed with Mr. Padway for photographers in the corridors and chatted quietly with friends. His attitude was sober and dignified in contrast to his vehemence during recent negotiations with the record and transcription industries in which he successfully obtained wage increases of 37½% and 50% for his musicians.

No Reason to Meet

Ask when, or if, he would meet with Justin Miller, NAB president, Mr. Petrillo said, "Not until this thing is over, at least."

He added that he could see no reason for such a meeting inasmuch as there was nothing to discuss. He amplified this by saying that Mr. Miller himself admitted he had no authority to negotiate a contract or bargain on behalf of either networks or individual stations. He said he personally regretted this since he would prefer to negotiate with one individual rather than 900.

WDRC Expands

WDRC Hartford, which occupies 16th floor in Hartford-Connecticut Trust Co. Bldg., is soon to take over a section of the 15th floor.

Cohen Views

(Continued from page 18)

United Nations in the struggle against the Axis.

Q. Would the budgetary reductions proposed by the U. S. S. R. seriously impair the program of international broadcasting which the United Nations has announced it hoped to undertake? If so, to what extent?

A. At the present time we have no way of knowing to what extent the budget will be reduced, if indeed it will be reduced at all. If the budget is reduced we may have to change our plans not only with regard to radio but also with regard to all other media of information.

Q. How much of the $23,790,008 estimated budget for 1947 was appropriated for the establishment of international broadcasting by the United Nations?

A. Two and a half percent.

Russian Objections

Russian objections to UN broadcasting, it was thought, were explainable on more than economic grounds.

Inherent in the Soviet argument were the idealogical differences which have upset many another UN committee meeting. Although no official comment from UN sources was available on the subject, it was plain that the Soviet would hardly be disposed to encourage the delivery of extensive, accurate news of UN doings to peoples everywhere, including those in Russia and her satellites.

The Budgetary Committee was scheduled to resume its examinations of the budget today. Some UN sources predicted that the committee would reach a decision as to its recommendations before the week was ended.

Priority

LISTENERS COME FIRST —even if it means tossing a commercial show off the air. That's what has happened at CJOR Vancouver. For nine years CJOR has had an early morning feature *The Gee Gee Man*. Recently, time shortages being what they are, CJOR booked a national transcribed show *Two Ton Baker* for Quaker Oats through Spitzer & Mills, Toronto, to run in the middle of the last half-hour of the morning show. Listeners objected by mail and telephone. They did not want another program, no matter how good, to interfere with their early morning show. CJOR contacted the agency, the commercial program was shifted to CKWX Vancouver, and CJOR lost a $3,000 account to keep the listeners happy.

HOW best to apply the Sablon touch to new CBS series on which the French singer will star for DuBarry lipsticks and powders is being discussed by (l to r): Dwight Mills, executive vice president, Kenyon & Eckhardt, agency for DuBarry; Jean Sablon; Elmer Bobst, president of the Wm. R. Warner Co., parent organization of Hudnut and DuBarry, and C. A. Pennock, president of Hudnut Sales Co. Inc.

PRIZE COLLECTIONS

VIP, New York Organization, Gets Gifts For the 'Give-Away' Shows

BILL MURPHY, a former radio writer, who says he has ulcers to prove it, last week was busily building a business which only the fabulous "Give-Away" era of radio programming could have spawned.

Mr. Murray was engaged in the exhausting work of collecting prizes for half a dozen of the most generous "Give-Away" shows. Last week his firm was collecting more than $10,000 worth of largess per week.

The organization which Mr. Murphy represents is named VIP, Navy scuttlebut for very important person, and it makes a business of procuring for radio question and answer shows the hard-to-get prizes that civilians can't buy . . . and at no cost to the sponsor. Here is the way Mr. Murphy stumbled into his job.

He came back from the Navy with an idea of capitalizing on comfort. So he contracted with several big firms to be their New York expediter in such unobtainable items as hotel rooms, theatre tickets and transportation reservations.

CBS asked him to obtain hotel accommodations for visiting program guests who appeared on *Cinderella Inc.* The former script writer then sold his old employer on the idea of "Leave it to me, I'll get it all Free."

Such large manufacturers as Westinghouse, Servel, Admiral, and North Star Blankets donate their scarce products to programs such as *Cinderella Inc.*, *Give and Take*, *Surprise Party*, and *The Mrs. Goes Shopping*. Every time one of their items is given away as a prize, the manufacturers get a free plug. So everything is free. VIP contracts with the network on a 13-week basis and gets a flat fee for rounding up the prizes.

The business has grown to such enormous proportions that Mr. Murphy has set up a separate department within his organization to do nothing but contact manufacturers for prizes and tell them where and when to deliver their products for give away on a future program. In addition to the New York shows which VIP gets prizes for, the firm furnishes gifts to WFBR Baltimore's *"Shopping Fun"* and to WTOP Washington's *"Meet the Mrs."* Further expansion is contemplated in the near future when the firm's services will be extended to all New York independent stations, it hopes.

Staff Announced

STAFF of WRHP Tallahassee, Fla., new local outlet on 1450 kc, was announced by the station last week. Managed by Frank W. Pepper and with Frank W. Hazelton as vice president in charge of engineering, station staff includes: W. B. Fraker, commercial manager; Eddie Le Barber, sales; Charles Clifton, chief engineer; J. D. Saltsman, formerly of WSUN St. Petersburg, copy chief and announcer; Jack Barrett, sportscaster; Charles T. Lynch, former production and traffic manager of WBRY Waterbury, Conn., program manager; Mrs. Robert Meggs, traffic manager, and Fred Busby, operator.

British Film Industry Opposes TV Monopoly

BRITISH film industry opposes government monopoly of television and will fight for a right to share in television, J. Arthur Rank, British film chief, told the Radio Industries Club Oct. 29 at a London meeting. Mr. Rank said his group is financing experiments in large-screen television in conjuncton with the BBC engineering staffs and that prototype programs will be screened in theatres within a year.

Mr. Rank said the film group competes with eight large American firms but said there is a monopoly in broadcasting and warned of the danger of a similar television monopoly. The film industry has asked inclusion in the BBC charter of a clause giving private enterprise the right to televise on large screens.

Feature Show Set

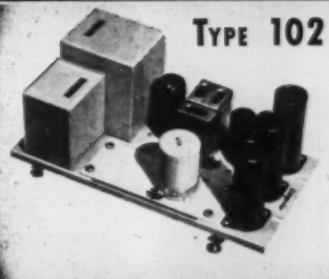
WITH members of Washington officialdom as guests at initial broadcast, new half-hour show, *It Seems to Us*, starts tonight (Nov. 11) on WINX Washington, D. C., with syndicated recordings slated for a number of other outlets across the country [BROADCASTING, Aug. 19]. Using news commentary format with audience participation, regular panel members are Roscoe Drummond, head of the Washington bureau of the *Christian Science Monitor*, and Nathan Robertson, associate editor, *New Republic*. First night's guest, O. John Rogge, will participate in discussion of "American Fascism and World Peace." Show will originate each Mon. 7:30-8 p. m. from Washington's Hotel Raleigh. Ed Hart is moderator, Sol. Panitz producer.

Mark Buckley

MARK BUCKLEY, 35, partner in Harrington & Buckley Adv., San Francisco, died Nov. 6 as the result of injuries suffered the previous day when his car crashed through the restraining wall of the Funston Ave. approach to the Golden Gate Bridge, dropped 30 feet and rolled over.

Worthy of an Engineer's Careful Consideration

TYPE 102-A LINE AMPLIFIER



TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK 37 W. 65 St., 23 | SAN FRANCISCO 1050 Howard St., 3 | LOS ANGELES 1000 N. Seward St., 38

At Deadline ...

SIX NEW STANDARD STATIONS GRANTED

GRANTS for five new daytime AM stations, including sixth outlet for Memphis area, and one 250-w fulltime local approved by three-man FCC board (Acting Chairman Denny, Comrs. Jett, Hyde) and announced Friday:

San Diego, Calif.—Balboa Radio Corp. 740 kc, 5 kw, day only. Principals: Emil Klicka, president San Diego Harbor Commission, president, 28.13%; Charles T. Leigh, vice president San Diego Chamber of Commerce, J. A. Donnelley, attorney, and J. W. Brennan, harbor master and port director for San Diego, 21.25% each; Burton D. Wood, attorney, 8.12%. (Paul L. Dodd, former manager KFAB Lincoln and KFMB San Diego, proposed manager; C. C. Frisk, chief engineer. Both to receive stock.) Granted Nov. 7

Burlington, N. C.—Burlington-Graham Broadcasting Co. 1150 kc, 1 kw, day only. Principals: Several Burlington business and professional men including W. Bowman Sanders (president), Full-Knit Hosiery Mills executive; Willie V. Coble, wholesale grocer; R. Homer Andrews, postmaster; L. E. Neese, furniture company president. Granted Nov. 7.

Clinton, N. C.—Sampson Broadcasting Co. 550 kc, 1 kw, day only. Partnership (20% each): James G. Thomas, insurance man; Lupert W. Bearefoot, retail merchant; Lawrence Gooding, radio engineer; Hector H. Clark and Stewart B. Warren, attorneys. Granted Nov. 7.

Canton, Ohio—P. C. Wilson, in program production for stations in Ohio, Pennsylvania, New York and Maryland for four years, in publishing and newspaper advertising for 19 years. 900 kc, 250 w, day only. Granted Nov. 7.

Fajardo, P. R.—Madrazo & Diaz. 1490 kc, 250 w, fulltime. Partnership: Jose R. Madrazo, former manager New York music concern and manager Casa Victor, dealing in records, radio and phonograph parts; Rubin Diaz Atiles, formerly in radio advertising, one-time WIAC Hato Rey, P. R. announcer and control operator, operator of construction business since Army discharge. Granted Nov. 7.

Memphis, Tenn.—Bluff City Broadcasting Co. 730 kc, 250 w, day only. Partnership: E. R. Ferguson, former WJPR Greenville, Miss. station manager; J. R. Pepper, former owner WJPR. Granted Nov. 7.

WGR SALES AMONG FIVE CHANGES APPROVED BY FCC

SALE of WGR Buffalo (550 kc, 5 kw day, 1 kw night) by Buffalo Broadcasting Corp. to Leo J. Fitzpatrick, former vice president and general manager WJR Detroit, and I. R. (Ike) Lounsberry, Buffalo Broadcasting executive vice president until August, approved by three-man FCC board and announced Friday. Consideration: $750,000, with consummation due within 20 days. Mr. Fitzpatrick owns 70%, Mr. Lounsberry 30% in purchasing company, WGR Broadcasting Corp. [BROADCASTING, Aug. 19]. Mr. Fitzpatrick, chairman of board, Mr. Lounsberry, president and general manager. Sale of WGR or sister station WKBW Buffalo required by duopoly rule.

Other transfers and assignments approved by FCC in AM, FM, and TV included $155,000 sale of Assistant Secretary of State Donald S. Russell's 38.5% interest in WSPA Spartanburg, S. C. (950 kc, 5 kw) to WSPA President A. B. Taylor, already 38.5% owner [BROADCASTING, Nov. 4]. Others:

Sale of KTNM Tucumcari, N. M. (1400 kc, 250 w) by Hoyt and Robert D. Houck and Walter G. Russell (equal owners) to R. B. McAlister, Dr. Pryde E. Hale, and Grady Maples doing business as McMa Agency, for $45,000 [BROADCASTING, June 24]. Mr. McAlister, KICA Clovis general manager, to manage; Dr. Hale is Clovis surgeon; Mr. Maples, with KFJZ Ft. Worth.

Assignment of WMLT Dublin, Ga., license (1340 kc 250 w) from George T. Morris, doing business as Dublin Broadcasting Co. to new corporation of same name, owned by Mr. Morris.

Similarly, assignments of FM conditional grant held by O. L. Taylor (KTOK), Oklahoma City, to KTOK Inc. which Mr. Taylor owns, and one for Corning, N. Y., held by W. A. Underhill and E. S. Underhill Jr., doing business as Evening Leader, to Corning Leader Inc., new firm owned by Underhills in equal shares.

Assignment of experimental television CP and licenses (W10XAF, W10XAD), from Philco Products Inc. to Philco Corp., Philadelphia.

CONDITIONAL FM GRANTS AWARDED TO THREE

CONDITIONAL GRANTS for three FM stations, two to AM licensees and one to United Garage & Service Corp., Lakewood, Ohio, which bought WINK Fort Myers, Fla. from Ronald B. Woodyard for $100,000 subject to FCC approval [BROADCASTING, Oct. 14], announced by Commission Friday.

Conditionals for Class B stations to Luther E. Gibson (KHUB Watsonville) for Salinas, Calif., and Myles H. Johns (WOSH Oshkosh) for Milwaukee. United Garage, given conditional for Class A at Lakewood, operates taxicabs in Cleveland, Akron, and Canton, and owns High Level Motors Inc. President is Arthur B. McBride, also owner Cleveland Browns football team, and with son, Arthur B. Jr., owns 50%. Harry and Daniel Sherby also own 25% each.

Grants made by three-member FCC board which also, on applicants' request, vacated conditional grants for Class B stations previously issued Hughes Tool Co. for San Francisco and Observer Publishing Co. for Washington, Pa. Other board actions included issuance of modified FM CPs to six permittees in lieu of conditions previously specified:

Robert K. Hancock et al, d/b as Santa Maria Daily Times, Santa Maria, Calif., Class A, 104.3 mc (Channel 282), 336 w, effective radiated power, antenna height minus 295 feet; Southeastern Broadcasting Co. (WMAZ), Macon, Ga., Class B, 101.9 mc (Channel 270), 32 kw, 440 ft.; Broadcasting Corp. of America (KPRO), Riverside, Calif., Class B, 102.1 mc (No. 271), 20 kw, 5,280 ft.; Capital Broadcasting Co. (WANN), Annapolis, Md., Class B, 100.1 mc (No. 261), 16.6 kw, 370 ft.; Kingsport Broadcasting Co. (WKPT), Kingsport, Tenn., Class B, 103.3 mc (No. 277), 44 kw, 930 ft.; Saviers Electrical Products Corp., Reno, Nev., Class A, 104.3 mc (No. 282), 760 w, minus 1,170 ft.

GODOFSKY OPPOSES FCC INVESTIGATION

CONGRESSIONAL investigation of FCC would cause "further unnecessarily long delay in FM," Elias I. Godofsky, former WLIB Brooklyn owner, FM CP holder and AM applicant for Hempstead, N. Y., wrote Rep. Joseph W. Martin Jr. (R-Mass), slated to be House Speaker. It was first opposition to proposed probe by new Congress (see page 15).

Mr. Godofsky told Rep. Martin "for almost 10 years FM has been delayed" by set manufacturers and AM operators, but finally FM is "moving ahead at a fast pace." Investigation now would be viewed by "set manufacturers and some standard radio station operators" as "justifiable reason to again withhold FM," wrote the New York broadcaster.

BMB RECOMMENDATIONS

TECHNICAL RESEARCH COMMITTEE of BMB this week will recommend to BMB board proper presentation of BMB data by maps or tables in station advertising. Committee, with agency and station representatives participating as guests, Friday examined BMB data and best way for stations to present them to avoid invalid conclusions and to aid advertisers and agencies in comparing stations. Hugh Feltis, BMB president, Nov. 12 will discuss radio's first uniform measurement of station and network audiences before luncheon meeting of Cleveland Chapter, AMA.

HOOPER RATING of 24.0 for Bing Crosby on first transcribed program over ABC plummeted to 12.2 on fourth broadcast Nov. 6.

POLARIZATION METHOD GETS FCC APPROVAL

CIRCULAR or elliptical polarization approved by FCC for optional use by FM stations to supplement horizontal polarization, which remains standard and required form. Commission, announcing approval Friday, said no changes in present allocations standards proposed.

"It is expected, however," FCC said, "that circular or elliptical polarization where used will decrease the antenna requirements for home and car radio receivers and materially increase the probability that a receiving antenna located at random will provide entirely satisfactory FM reception."

Circular or elliptical polarization "recently proved highly satisfactory in experimental operations," FCC said. One of leaders in development was Carl E. Smith, United Broadcasting Co., vice president in charge of engineering. Circular polarization methods and advantages described in detail by Mr. Smith in article in Oct. 21 BROADCASTING.

FM Engineering Standards simultaneously amended, effective immediately, in line with approval of use of new method. Text of amendment will be carried in Nov. 18 BROADCASTING.

NEW FM ORGANIZATION SLATED FOR COMPLETION

COMPLETION of new FM promotional organization, born at NAB convention after FMBI dissolved [BROADCASTING, Oct. 28], scheduled for today (Nov. 11) when Steering Committee meets in offices of Jansky & Bailey, National Press Bldg., Washington. Objectives Committee was to meet Saturday in E. L. Dillard's Washington office, with Nominating and Finance committees meeting Sunday.

On Steering Committee: Roy Hofheinz, KTHT Houston, FM applicant, temporary chairman; C. M. Jansky Jr., Jansky & Bailey; Mr. Dillard; Wayne Coy, WINX-FM Washington; Stanley Ray, WRCM New Orleans; Gordon Gray, WMIT Winston-Salem; Raymond F. Kohn, Allentown, Pa., FM grantee; Ira Hirschman, WABF New York; E. J. Hodel, WCFC Beckley, W. Va.; W. Russell David, General Electric Co.; Frank Gunther, Radio Engineering Labs.

FORT INDUSTRY MEETING

FOUR-DAY meeting of Fort Industry Co. executives opens today (Nov. 11) at Coronado Hotel, Miami Beach, with George B. Storer, president, presiding. General policies will be discussed.

VERN W. WILLIAMS, former merchandise and production manager, KGBX Springfield, Mo., named manager WCLO Janesville, Wis.

Closed Circuit

(Continued from page 4)

ment. His achievement followed that of Col. John H. DeWitt who performed modern miracle for Army Signal Corps last January. Our military, however, keeping European's accomplishment top secret, evidently fearing Russians might spirit him to Soviet territory as allegedly done with other scientists.

U. S. ARMY RECRUITING reported negotiating for sponsorship of Monday evening *Guy Lombardo Show* on MBS, 9:30-10 p.m., being discontinued Nov. 22 by Coca Cola. Replacements for Wednesday and Friday spots on MBS also dropped by Coca Cola, not set.

Now-

"The Texas Rangers" Song Book . . .

An ideal give-away! A sure-fire self-liquidating offer! The original songs of the "Texas Rangers" published in an attractive song book! Twenty complete songs—words and music—a scrapbook section of photographs telling how "The Texas Rangers" sang their way to fame in network radio and motion pictures. Available as a premium *at cost* to make your sponsorship of "The Texas Rangers" transcribed library even more successful. And—it's the same library which has gained international acceptance for its western songs that never grow old—the library that is priced as to the size of the market and the station! Send for your sample copy of the song book today!

The Texas Rangers LIBRARY

AN ARTHUR B. CHURCH PRODUCTION

PICKWICK HOTEL, KANSAS CITY 6, MISSOURI

(A convenient New York office at 475 Fifth Avenue)